



**News Release  
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## **DEV BHATTACHARYYA JOINS ELODA AS SENIOR SYSTEMS ARCHITECT**

**NEW YORK, May 10, 2007** – Eloda Corporation («**Eloda**») (TSX-V:ELA) announced today that Dev Bhattacharyya, a 25-year IT professional, has joined the company as senior systems architect for the U.S. market. In this newly created position, Bhattacharyya's responsibilities will include articulating Eloda's enterprise software architectural vision, designing and creating proof-of-concept models, validating the architecture against requirements and assumptions, and ensuring that Eloda's technology and engineering are in line with industry best practices and open standards. He reports to Stanley Katz, vice president, U.S. Operations and Technology.

Eloda is an emerging North American leader in advertising monitoring and verification with headquarters in Montreal. The company opened a U.S. Operations Center in Parsippany, NJ earlier this year as a first step in the rollout of a proprietary TV advertising proof-of-performance service for advertisers and agencies in the United States.

Bhattacharyya joins Eloda from Chordiant Software in Manchester, NH, where he most recently led an on-site project at Cigna in Hartford, Conn. to develop the architecture and design of a J2EE Websphere Portlet-based computer telephony interface. While at Chordiant, he also was involved with a major consulting project for CitiGroup Cards Division in Jacksonville, Fla.

As an independent consultant before joining Chordiant, Bhattacharyya worked with Xpertech Systems and ITC Infotech. He also spent three years as director, distributed technologies for Starwood Hotels and Resorts Worldwide, and was a principal consultant for Borland Software Corp. He formed his own company, Emryn Technology, in Calcutta, India in 1988 and grew the firm to a staff of more than 25 with a client base in the U.S., U.K., Singapore and Germany. He began his IT career in 1982 as a software engineer for General Electric Alsthoms in Calcutta.

### **About Eloda Corporation**

Eloda Corporation is an independent third party providing a suite of innovative, effective and user-friendly measurement and validation tools for the advertising industry. Using its proprietary technology, Eloda is the first company to offer a new generation of capture-index-verify applications that allow for occurrence proof-of-performance without the traditional need for pre-encoding. Founded in 2000, Eloda now employs 40 people. The company is headquartered in Montreal, with sales offices in New York, Chicago and Toronto with a U.S. operations center in Parsippany, New Jersey. The company offers its TV ad proof-of-performance services to advertisers and agencies in both Canada and the United States. Eloda Corporation's securities are traded on Canada's TSX Venture Exchange under the symbol ELA.

*The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.*

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