



For Immediate Distribution

**Revolutionary Verification Tool Gives Control of TV Ad Campaigns
Back to Advertisers & Media Buyers**

New York, February 14, 2008 – Eloda Corporation (TSX-V:ELA), a third party solution provider for the advertising industry, announces the launch of its new Eloda Protocol 2.0 solution. Eloda provides advertisers with an innovative Web toolset that can monitor and enable in-flight updates to TV ad campaigns.

“Eloda Protocol 2.0 is a ground-breaking solution that will completely change the rules of the advertising verification process,” says François Rainville, CEO of Eloda. “It is putting the power of ad broadcast verification in the hands of the advertisers and media buyers where it belongs.”

Until now, advertisers and media buyers had limited tools to support them in the execution of the ad campaign process. With its Web-based interface, Eloda Protocol 2.0 provides the freedom of instant viewing and immediate calls-to-action for the flawless execution of the campaign. Eloda Protocol 2.0 creates a means for advertising teams to work virtually and simultaneously on a campaign. No more after-the-fact tracking of changes that were made to the campaign. Campaign data is refreshed every thirty (30) minutes and is recorded in an official online log, allowing for a video proof of ad occurrences.

Additionally, while older verification technologies are using “watermarked” or pre-encoded information in an advertisement, Eloda Protocol 2.0 uses “patented fingerprinting” technology, which does not require any pre-encoding of information and simplifies the verification process.

The future is here with Eloda Protocol 2.0, putting an end to campaign validation problems.

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Eloda Corporation (TSX-V:ELA) is an independent third party providing a suite of innovative, effective and user-friendly measurement and validation tools for the advertising industry. The company is headquartered in Montreal, with offices in New York City and Toronto. For more information, visit www.eloda.com.

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