



**For Immediate Distribution**

**Scotiabank testing a Pioneering New Web Tool  
to Keep Better Track of TV Ads**

Montreal - New York, March 20, 2008 – Eloda Corporation (TSX-V:ELA) announced today that Canadian media buying agency Touché!PHD has taken the step toward increased control over media buying processes by testing the use of Eloda Protocol as a more effective way to manage the advertising campaigns of its client Scotiabank.

"We are really excited about the promise of Protocol! It's about time that appropriate tools are made available which will allow our teams to have a better control of the TV campaigns of our clients," said Alain Desormiers, President of Touché!PHD. "Protocol's platform is very user-friendly and would provide us with the tools to improve the efficiency of a campaign's execution for our clients. We are looking forward to the results of this important test."

Eloda Protocol provides advertisers and media buyers with a Web-based interface that allows real-time tracking of their ads' broadcast. In addition, Eloda Protocol enables real-time management of any reported discrepancy so agencies can determine full delivery of their contracted commercials at the end of the campaign. With Eloda Protocol, agencies would finally ascertain if they truly received what they purchased.

"We are very happy to participate in this pilot through Touché!PHD. We are always looking to maximize our media investment with the best tools available on the market," said Rick White, Vice President, Brand and Marketing Management of Scotiabank.

#####

Eloda Corporation (TSX-V:ELA) is a 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 an office in New York City. For more information, visit [www.eloda.com](http://www.eloda.com).

Touché!PHD inc. is the Montreal office of the PHD Network, a global media network owned by the Omnicom Group, Inc. (NYSE: OMC). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional.

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

- 30 -

From: Eloda Corporation  
Montreal, Qc, Canada / New York, NY

Media contacts (Montreal):

Christiane Allaire  
Eloda Corporation  
Phone: 866-303-1513 Ext. 203  
[com@eloda.com](mailto:com@eloda.com)

Sonia Ferland  
Eloda Corporation  
866-303-1513 Ext. 223  
[com@eloda.com](mailto:com@eloda.com)