



**News Release
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***MEDIACOM CANADA (THE MEDIA COMPANY/MBS) PARTNERS WITH ELODA
FOR NEXT GENERATION PROOF-OF-PERFORMANCE MONITORING AND
VERIFICATION OF CLIENT TV ADS***

Montreal, February 1, 2007 – Eloda Corporation («**Eloda**») (TSX-V:ELA), an emerging North-American leader in third-party monitoring and verification of TV advertising, has reached a two-year agreement with Toronto-based MediaCom Canada for proof-of-performance monitoring of their clients' TV ads. MediaCom Canada is Canada's leading media investment agency in terms of billings with a roster of over 150 clients. Eloda will provide daily monitoring and associated reporting services for ad occurrence proof-of-performance for the agency's accounts, helping to improve advertiser ROI by ensuring that their campaigns run according to plan.

“Eloda is the first company to use AdDNA™ to offer accurate overnight proof-of-performance of TV ad occurrences, allowing immediate corrective action as warranted by the media agency in the correct implementation of the media buy,” said Jean Charles Dupuis, CEO of Eloda. “With MediaCom Canada, we are setting a new standard for effective management and delivery of ad campaigns.”

Using an exclusive patented technology that makes it possible to confirm with accuracy whether TV spots are broadcast according to media buys, Eloda scans the airwaves 24/7 — both on conventional and specialty TV channels nationwide — and reports, overnight, ad occurrences and non-occurrences with video and audio proof — a particularly effective tool for MediaCom Canada for managing the ad buys of their clients.

“We are very excited to use this new technology,” says Marilyn Dixon, COO of MediaCom Canada, “moving it from trial into full production with MediaCom Canada's proprietary SpotCommand system. It is reassuring that we have a capable and independent 3rd party in Eloda, fully committed to the Canadian television marketplace, to provide us with accurate overnight data.”

About MediaCom Canada

MediaCom Canada operating as The Media Company and MBS, is Canada's largest media investment agency in terms of billings. It is part of WPP's GroupM worldwide network, which operates in over 100 countries.

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About Eloda

Eloda is an independent third party providing a suite of innovative, effective and user-friendly measurement and validation tools for the advertising industry. Using a direct-from-satellite advertising monitoring technology coupled with its patented AdDNA™ technology, Eloda is the first company to offer a new generation of capture-and-index tools for proof-of-performance validation that do not require pre-encoding. Eloda now employs 35 people. The company's head office is located in Montreal, with business locations in Toronto and New York. Eloda Corporation's securities are traded on the TSX Venture Exchange under the symbol ELA.

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

Eloda Corporation

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