



**News Release  
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**ELODA CORPORATION LAUNCHES U.S. OPERATIONS  
FOR COVERING \$64 BILLION MARKET**

**Montreal, February 14, 2007** – Eloda Corporation («**Eloda**») (TSX-V:ELA), an emerging North American leader in TV advertising monitoring and verification, announced today the launch of the first phase of its U.S. nationwide TV signal collection network along with the beginning of client pilot tests of its TV ad proof-of-performance service.

This initial phase in the rollout of Eloda's network of collection stations, involving capturing stations in New York, Chicago, Denver and Los Angeles, will be followed throughout 2007 by the establishment of other in-market collection facilities throughout the United States, for capturing and monitoring television advertising displayed in over 80% of the U.S. consumer market. Eloda also announced today the setting up of its U.S. operations center in Parsippany, New Jersey.

Tom Creary, Eloda's Executive Vice President and executive in charge of the company's U.S. business, said "TV ad spending in the United States totaled more than 64 billion dollars in 2005. In this huge and complex market, we help advertisers and their agencies make sure they receive what they have bought. We are setting up operations and building our capability on the ground to deliver a nationwide comprehensive service for monitoring all TV ads and reporting on their occurrences. What we are announcing today is merely the first step in that regard, allowing us to begin ad occurrence verification service tests for clients and their media agencies in these four key representative markets, and prepare the ground for our comprehensive coverage of the U.S. market by the end of the year."

**About Eloda**

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 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 'proof-of-performance' tools that do not require pre-encoding. Eloda now employs 35 people. The company is headquartered in Montreal, with offices in Toronto, New York and Chicago and a client services and technical support office in Parsippany, New Jersey. 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.*

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**Eloda Corporation**

Sonia Ferland  
Communications Coordinator  
Tel. : (514) 842-1513  
Fax : (514) 842-4588  
Email : [sferland@eloda.com](mailto:sferland@eloda.com)