



For Immediate Release

BroadView Software Goes Underground With ONESTOP Toronto, the Digital Signage Network of the Toronto Transit Commission

TORONTO — July 13, 2005 — ONESTOP Network, the private digital network for the Toronto Transit Commission's (TTC) subway network, has selected BroadView Software to provide the traffic and sales software that will manage the complex scheduling required by the network. The ONESTOP Network is North America's largest underground digital network, and when complete will consist of double-screen 40-inch units on subway platforms. There is also a plan to extend the network to the subway cars.

The ONESTOP Network offers travelers a dynamic mix of news sports, transit information, and advertising, as well as community service information including Child Find announcements, emergency override messaging, and transit updates for the 875,000 daily subway commuters. With BroadView's traffic and sales system, the network is able to manage complex schedules that will include advertising that runs on all screens within the network as well as station-specific messaging.

"The ONESTOP Network is really pioneering the concept of private networks, and as such requires products that are innovative, powerful, and professional," said Michael Girgis, president of ONESTOP Media Group. "Our

clients expect a high level of accuracy, and we believe that BroadView can offer that. We look forward to building a model for Digital Private Network traffic together."

With hundreds of content segments and advertisements that run daily, ONESTOP Network requires a robust and flexible traffic system. BroadView allows ONESTOP traffic personnel to build complex schedules while also giving sales staff the capability to check avails at any time, which means advertising can be sold continually in a dynamic fashion to maximize revenues for ONESTOP and the TTC.

"The ONESTOP Network on the Toronto subway system is an excellent example of how emerging technology is being used to provide entertainment and information in new ways, while also generating revenue for a public service," said Michael Atkin, president of BroadView Software. "BroadView's systems provide flexible solutions that allow visionaries such as ONESTOP and the TTC to realize their goals."

Partners in the project include Viacom, CHUM Television, Fourth Wall Media, Bell Mobility and not-for-profit organizations Covenant House, Child Find Ontario, Crime Stoppers, Pollution Probe, Heart and Stroke Foundation, Mothers Against Drunk Driving, and the World Wildlife Fund.

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About ONESTOP Media Group

ONESTOP Media Group is Canada's premier private digital signage network operator. As a full-service network operator, ONESTOP's expertise in the hospitality, transit, and retail industries is recognized by clients such as Toronto Transit Commission, Hilton Family of Brands, The Wall Street Journal, and Retail Council of Canada. Visit www.onestopmediagroup.com for more information.

About BroadView Software

BroadView Software, Inc., is a leading North American software provider that has specialized in broadcast information-management solutions for more than a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisition, ad sales, program scheduling, traffic, master control automation interfacing, and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView's innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit www.BroadViewSoftware.com.