

For Immediate Release

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Respario Partners with Real Digital Media to Deliver Pharmacy Health Network Presented by Cardinal Health

New Digital Signage Program Provides Pharmaceutical, Over-the-Counter and, Consumer Health Companies Opportunity to Reach Millions of Consumers at the Point-of-Influence

Dallas, Texas – August 12, 2009 – Respario Digital Advertising Group and Real Digital Media, provider of the innovative NEOCAST® Software-as-a-Service (SaaS) platform for managing digital signage networks, today announced the launch of the Pharmacy Health Network (PHN) presented by Cardinal Health.

The network, which is designed to reach health-conscious retail pharmacy customers at the point-of-influence, was introduced earlier this month at the Cardinal Health Retail Business Conference, the company's annual trade show for independent and franchise pharmacies. Over 700 pharmacies signed up for the program during the conference, as Cardinal Health plans to make the Pharmacy Health Network available to the more than 5,000 independent retail and franchised pharmacies it serves throughout the United States.

The Pharmacy Health Network will provide health-oriented programming designed to educate, inform and entertain customers, interspersed with sponsor and location-specific messages.

Respario, which has established a dedicated network operations center to manage the Pharmacy Health Network, is responsible for network installation, management and programming.

Ian Stone, Chief Experience Officer of Respario, states, "The goal of Pharmacy Health Network is to help pharmacists and advertisers connect with health-conscious consumers when they visit their local pharmacy and educate those customers with relevant information at the point-of-influence. The typical consumer visits their pharmacy more than once a month to access professional, personalized and useful advice. The Pharmacy Health Network aims to augment this relationship by delivering programming that enhances consumer awareness regarding their health choices and options."

The Pharmacy Health Network system includes a 32" commercial grade LCD screen, a media player that receives content from a central server, a directional speaker system and a high quality brochure rack. There are no upfront or ongoing costs to participating local pharmacies and the only items required to participate are electrical power and a shared high speed Internet connection.

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The technology underlying the Pharmacy Health Network is the NEOCAST® digital signage platform from Real Digital Media. NEOCAST® provides an optimum solution for businesses or network owners requiring economical, reliable and scalable digital signage based on a Software-as-a-Service (SaaS) delivery model. This architecture eliminates IT infrastructure investments, reduces deployment costs and maintenance overhead, and ensures networks are always operating using the latest technology and feature benefits.

Ken Goldberg, CEO of Real Digital Media, states, “The launch of Pharmacy Health Network is an exciting event that represents the efforts of three companies working collaboratively to establish the objectives, requirements and metrics required for digital signage success. Cardinal Health’s involvement as owner of the network is a significant development for digital out-of-home advertising. Their longstanding relationships with various suppliers will greatly benefit Respario’s efforts to engage media planners and agencies seeking to take advantage of an advertising outlet dedicated to the health and wellness segment.”

According to Respario’s Stone, Real Digital Media’s NEOCAST® was chosen due to the solution’s ability to support network growth at minimal operational costs, its flexible and scalable architecture, as well as the strong partnership developed with the Real Digital Media’s management team.

“When we began the process of comparing media platforms, NEOCAST® rose to the top of the list very quickly. We knew that we would require not only a scalable technology, but also a platform that would allow our team to easily install and manage across a footprint that is large and could grow rapidly. The Real Digital Media team has been very flexible in providing several custom elements to their software to enhance the media experience in the pharmacies.”

Healthcare companies interested in advertising on the Pharmacy Health Network can visit www.phntv.com or call 800.210.4025.

About Respario

Based in Addison (Dallas), TX, Respario Digital Advertising Group manages the technology, content, and project management components required to effectively and efficiently launch digital signage networks. With a focus on the customer experience, Respario designs and sources content and programming that is engaging, educational, and provides a return on investment through advertising at the point-of-influence. The Respario portfolio of products and services include an in-house state-of-the-art digital signage network operations center, turnkey project management, specification and procurement of technology, media design, content aggregation, and advertising sales. Respario has garnered the attention of a diverse base of companies in several vertical markets including healthcare and retail. For more information, please visit www.digitaladgroup.com.

About Real Digital Media

Real Digital Media is the provider of NEOCAST®, the innovative Software-as-a-Service (SaaS) platform for managing digital signage networks. Designed intelligently to scale with the demands of any sized network, NEOCAST® incorporates the key constructs of campaigns, markets, schedules and collaboration to enable the efficient distribution of content across networks down to individual media players. This flexibility creates the optimal environment for any marketing or advertising professional seeking to communicate targeted messages that reach customers at the right place, at the right time.

Real Digital Media is a member of the Digital Signage Association, and the company’s headquarters are located in Sarasota, FL. Our platform has been used to establish point-of-purchase marketing, promotions and corporate communication networks across the retail, healthcare and hospitality sectors. For more information, please visit us at www.realdigitalmedia.com