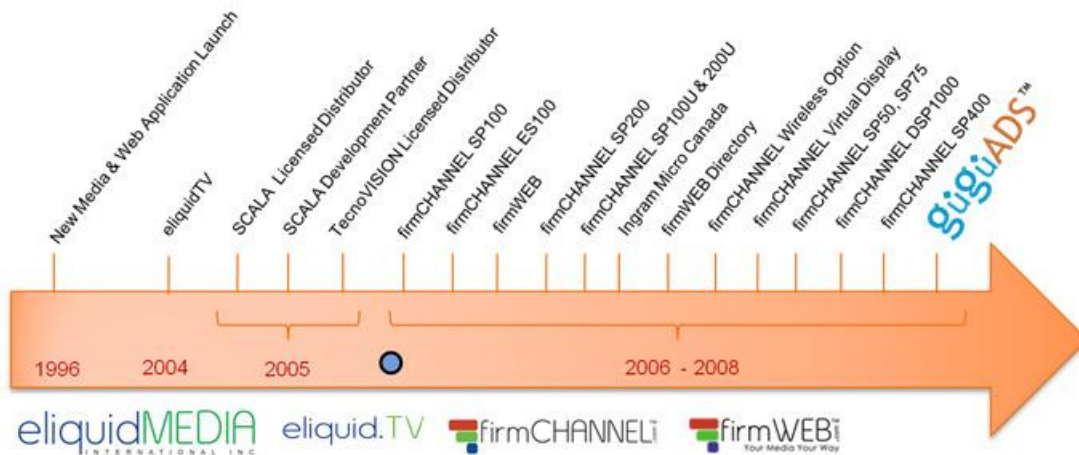


Company Overview

Founded in 1996, eliquidMEDIA International Inc. develops digital signage, multimedia, and web-based communication solutions for its clients. Through a global distributor network, firmCHANNEL™ digital signage solutions have been offered since 2006. eliquidTV operates a large-scale outdoor LED display which broadcasts local and national media. The Company continues to differentiate itself through the continuous innovation of user-centric solutions for the digital signage industry.

In 2005, eliquidMEDIA identified the market need for a creative content development and delivery system for digital signage that is scalable across various industry verticals. The vision for the Company expanded with a focus on researching and developing “best of breed” digital solutions to meet this need. eliquidMEDIA leveraged its expertise as a web based applications developer to launch the firmCHANNEL™ digital signage solution to the market as a scalable, flexible, easy to use, and comprehensive turnkey system encompassing all aspects of digital signage including creative content development.



● Restructured & Expanded Resources

Today, the firmCHANNEL™ product line hosts a variety of hardware and software solutions which can accommodate projects of any scale and scope. Through firmCHANNEL™ Server Players, data transfer is completed seamlessly and securely through innovative proprietary technology. Fully web based Enterprise technology includes extensive network management and diagnostic tools for maximum efficiency. firmCHANNEL™ differentiates itself from a crowded marketplace through an industry leading user interface which allows for absolute ease of use in content creation, management, and execution.

eliquidMEDIA also offers the firmWEB™ and firmWEB Directory™ hosted software as a service (“SaaS”). These solutions represent a strong compliment to our server player series of products. firmWEB™ is a media distribution tool that seamlessly incorporates a live media stream directly into the website of the consumer. The media is rendered in real time by a firmCHANNEL™ Enterprise Server which allows users to assign content to either a live display or web page.

The Company currently employs 20 people in a variety of executive, research, development and marketing roles. It is headquartered in Windsor, Ontario, Canada and has satellite locations in Taylor, Michigan, United States, and Isernia, Italy. The executive team is lead by the Company’s Chief Executive Officer, Lou Tortola. Mr. Tortola has more than 10 years experience in the digital media industry and has been the visionary behind the Company’s development of the firmCHANNEL digital signage solution.

eliquidMEDIA’s in-house expertise includes:

- digital signage software research and development;
- digital signage hardware procurement and installation;
- digital solution applications (i.e. web streaming);
- web-application research and development;
- creative content development;
- multimedia development;
- direct sales and distribution;
- channel sales and marketing;
- order management, procurement and logistics; and
- Technical support.

Going forward, the company will continue their development of innovative solutions which deliver upon the needs of a rapidly evolving industry and consumer base.



Above: eliquidMEDIA participated in the Digital Signage Expositions of 2007 (Chicago, IL) and 2008 (Las Vegas, NV)