

FOR IMMEDIATE RELEASE

firmCHANNELTM TO EXHIBIT AT INFOCOMM'S DIGITAL SIGNAGE APPLICATION SHOWCASE

WINDSOR, ON – June 18th 2007, -- firmCHANNELTM a complete digital signage hardware and software solution developed by eliquidMEDIA International Inc., will be featured as a leading Digital Signage company at the Digital Signage Application Showcase pavilion at InfoComm 2007.

To convey the diverse possibilities that Digital Signage can offer; California based Spinitar has partnered with InfoComm International and leading Digital Signage manufacturers one of which is eliquidMEDIA and its firmCHANNELTM solution. This showcase will feature how this modern technology can be applied in specific industries. Spinitar president Kenneth Gisstennar describes his confidence in this emerging movement by saying that "the AV industry is experiencing a very exciting trend and we are elated to be immersing ourselves in the endless possibilities that this innovative delivery system offers to our clients."

The Digital Signage Application Showcase, is a 30 foot by 50 foot stand-alone pavilion where five of the leading global digital signage original application manufactures have been asked to set-up their systems to demonstrate how digital signage is currently being used in a given vertical.

Scott Werlein, Creative Director of Spinitar stated: "We asked firmCHANNELTM to participate in our pavilion at InfoComm since this solutions stands out as something different and innovative. firmCHANNELTM has for the most part eliminated the need for expensive creative departments. This element is exciting since Digital Signage is everywhere; it is here to stay! Our theme at the Pavilion is that Digital Signage: "Touches your every day life." It is refreshing to see a company dedicating itself to providing a solution that is browser based and easy to use. Professionally designed Templates in firmCHANNELTM solution allows content to be created in seconds by anyone."

"We are very excited that Spinitar and InfoComm are dedicating this much attention to Digital Signage." stated eliquidMEDIA International Inc. president Douglas McKay, who will be present at the InfoComm to promote firmCHANNELTM. "I am extremely proud of the fact that we were asked to participate in this focused Digital Signage pavilion. In turn, we have have chosen to feature Heress Spa of Toronto Canada as one of many verticals currently using firmCHANNELTM. We believe the spa and wellness industry is a natural vertical to grow a widely accepted practice of including a digital signage system at every location becomes routine."

For more information about InfoComm 07, June 15-21 in Anaheim, California, please visit <http://www.infocommshow.org/>.

ABOUT eliquidMEDIA International Inc.

eliquidMEDIA is an O.E.M. developer of innovative web-based tools and equipment for the digital signage industry. In business since 1996, the Windsor Ontario based company provides new-media solutions to customers worldwide. With Employees based in Canada, the U.S. and Italy the company supports a growing network of independent distributors and re-sellers who are licensed to sell their products. visit: www.eliquid.com or www.firmchannel.com

About Spinitar

Founded in 1986, Spinitar is a leading systems integration company dedicated to providing its clients with custom audiovisual and communications technologies, solutions and services. Through each of its four key business divisions – Visual Products, Presentation Products, Audiovisual Systems Integration and Support Services – Spinitar designs, recommends and implements specialized audiovisual technology solutions across a wide array of market segments, including government, business and education. Our solutions can be found in many specific applications, including classrooms, meeting rooms, digital signage and more. For more information on Spinitar, visit www.spinitar.com or www.allprojectors.com.

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