



Press Release

BRUCE SILVERMAN APPOINTED CHAIRMAN OF POCKET BILLBOARDS, INC.

Ad Industry Legend Steps Into the Future of Progressive Media

Studio City, CA (August 15, 2005) - Veteran advertising industry leader Bruce Silverman has been tapped by Pocket Billboards, Inc. to fill the newly created position of Chairman. According to President Steven Posen and CEO Mendel Tropper, Silverman will be charged with helping direct the company's overall business strategies while also providing operational and tactical advice and counsel.

Pocket Billboards offers marketers a unique opportunity to place print and interactive audio advertisements on millions of prepaid telephone calling cards each month, sold at retail locations throughout the U.S. Prepaid calling cards represent an enormous paid circulation of mobile media that consumers take with them. "Phone card advertising is a truly captive media that delivers guaranteed impressions, with accurate tracking and reporting down to the individual unit. It is one of the answers to the challenges marketers are facing today," said Silverman. Audio messages are layered into the call prompts phone card users typically hear when placing a call, and the program's flexible interactive architecture allows marketers to engage consumers with immediate direct response offers. "Unlike television, radio, print or even the internet, phone card users can't avoid the advertising on a Pocket Billboard, thus making our media vehicle incredibly effective and efficient. Pocket Billboards is the leader in the category and I've always been attracted to innovators," he continued.

Silverman is widely respected in the industry as a forward thinker and trendsetter, in both the creative and media disciplines. His prolific body of work spans more than a quarter-century and has stood the test of time, continuing to influence advertising and marketing today.

"Pocket Billboards is determined to be at the forefront of where media is heading by providing solutions that deliver real accountability to advertisers," said Posen. "Having Bruce on-board as an integral member of our management team will give us extra firepower as we expand our operations." "We are an ambitious company," added Tropper. "By tapping into Bruce's vast experience and industry relationships, we are confident we can meet our objectives that much faster."

Silverman began his advertising career on the creative side at Ogilvy & Mather/New York where he rose to the position of EVP/Executive Creative Director. He later held a similar position at Bozell & Jacobs in Dallas, where he headed the American Airlines, Armour Foods, Greyhound and Zale Jewelry accounts. Silverman's "Don't Leave Home Without It" tagline for American Express was recently voted one of the top five slogans of the past 40 years by a *Business Week* panel. He was also responsible for creating "Bullish on America" for Merrill Lynch, Shell's worldwide "Come to Shell for Answers" campaign and "Made in New York City" for Pace

Picante Sauce. Silverman shifted to executive management in the early 1980's at BBDO/West in L.A. He moved on in 1986 to Asher/Gould, where he was a Partner and President for more than a decade handling such accounts as Suzuki cars and trucks, Baskin-Robbins, Pizza Hut, SunAmerica, the California Department of Health Services Tobacco-Use Prevention program, Pabst Brewing, American Savings and The Men's Wearhouse. Silverman was named President/CEO of Initiative Partners, a domestic operating unit of Initiative Media, the world's largest media planning and buying agency in 1997, where his account responsibilities included the Walt Disney Company, The Home Depot, Carl's Jr., Taco Bell, Yahoo!, Acura, Albertson's, Six Flags and Electronic Arts. He recently retired from WongDoody Advertising in L.A., where he was President. Silverman served as Vice Chairman of the Western Region of the American Association of Advertising Agencies, on the national board of directors of the AAAA's and as Vice President of the Los Angeles Association of Advertising Agencies.

About Pocket Billboards™

Pocket Billboards™ is an innovative media company that has created a revolutionary new print, audio and interactive advertising medium utilizing retail prepaid calling cards. With its proprietary Tru-Metering™ technology, Pocket Billboards tracks and verifies delivery of every print and audio impression purchased, minimizing waste of valuable media dollars.

Through its unique and unparalleled partnership with IDT Corporation (NYSE: IDT), the U.S. market leader in phone cards, Pocket Billboards offers advertisers over 100 million captive print and audio impressions every month. Print advertisements are placed on the front and back of prepaid phone cards sold in more than 300,000 retail locations across the country. Promophone™, the company's audio program, seamlessly weaves audio advertisements and interactive menu options into the existing call flow consumers hear when placing phone calls on the cards. Consumers can interactively engage with the advertisers' messages and offers for extended periods of time without depleting the minutes on their phone cards.

The typical prepaid calling card is used 4-6 times, is carried by the consumer for a week or more, and is shared with family and friends – offering advertisers a dynamic one-on-one, uncluttered relationship with a mass volume of consumers. Nearly 50% of the Pocket Billboards™ audience is 18-34 years old, while over 85% of the audience is 18-49 years old. Approximately half of these calling card users are Hispanic, representing a paid circulation larger than the top ten Hispanic print publications combined. The program is available in all of the top 50 DMAs, including all of the top Hispanic DMAs, and is segmentable by geography, ethnicity and language.

Pocket Billboards™ offers a variety of print and audio models to accommodate local, regional and national advertisers. The flexible program includes turnkey solutions for sweepstakes, coupons, data mining and direct response. Past and current advertisers include 20th Century Fox, TV Azteca, American Airlines, Nickelodeon, Sears, 1-800-Flowers, MBNA, PeoplePC, and various satellite television providers. For case studies and additional information please visit our website, at www.pocket-billboards.com.

Downloadable photos and art elements are available at www.pocket-billboards.com/presstools

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