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CINEMA SCENE MARKETING SELECTS POPSTAR NETWORKS AS STRATEGIC PARTNER FOR DIGITAL MEDIA NETWORK

Kansas City, Mo., June 9, 2008 — Cinema Scene Marketing, one of the nation's leading providers of in-theatre promotions, announced today they have recently selected Popstar Networks as a key strategic partner for the new Cinema Scene Digital Media Network.

In this capacity, Popstar is providing digital signage software, networking services, hardware design, and overall technical support for the recently launched Cinema Scene Digital Media Network. Utilizing its Front Stage™ content management solutions suite, Popstar is delivering a variety of digital signage applications in a seamless way for Cinema Scene to manage the movement of many types of digital media content to multiple locations within its Media Network.

“Popstar’s proprietary digital signage software allows us to control the content on all our media devices across our entire Digital Media Network from our home office. This provides us with greater control over our Digital Media Network and, in turn, gives us the ability to provide greater service to our customers,” said Joe Ross, Managing Principal of Cinema Scene Marketing.

“We are very pleased to have been selected by Cinema Scene to play such a leading role in the design and deployment of new and exciting in-theater media technologies for the Cinema Scene Digital

Media Network”, said Tom Reed, President and CEO of Popstar Networks. “We believe the expertise and energy of our collective team is well on its way to creating a new and powerful in-theater marketing channel”, he said.

Cinema Scene Marketing, headquartered in Overland Park, Kan., is an industry leader in driving theatrical promotions for major studios and corporate sponsors. Cinema Scene’s in-lobby promotions generate memorable brand exchanges with highly desirable entertainment consumers. The Cinema Scene Digital Media Network provides advertisers the opportunity to entertain movie audiences via next generation media platforms in an organized network of cinemas covering key U.S. markets. More information can be obtained at www.cinemascenemarketing.com.

Popstar Networks, Inc., headquartered in Olathe, Kan., is the developer of the Popstar Digital Signage Platform, combining digital media technology and creative content development experience with a steadfast commitment to customer service. Popstar works with our clients to develop the right digital signage strategy and solution for their “point-of-presence” (POP). Popstar’s browser-based digital signage, interactive kiosk and creative solutions are engaging audiences in a variety of market applications, including healthcare, financial, hospitality, retail and public venue markets across the U.S. and Canada. For more information, please visit us at www.popstarnetworks.com.

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