



NEWS RELEASE

City of Santa Barbara Airport Department

Contact: Terri Gibson
805.692.6004
Fax: 805.964.1380
tgibson@santabarbaraca.gov

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INNOVATIVE ADVERTISING VENUE COMES TO AIRPORT *Hi-Tech Digital Displays Enhance Passenger Experience*

SANTA BARBARA, CA – The Santa Barbara Airport (SBA) is now offering passengers unique destination-specific information on large digital screens at the boarding gates. The Airport has partnered with ProDIGIQ, Inc., a start-up company whose founders are UCSB graduates, to introduce this innovative program that incorporates cutting-edge technology. "When ProDIGIQ first presented this exceptional concept for digital media advertising," says Karen Ramsdell, Airport Director, "I was intrigued with the company's entrepreneurial spirit and the advantages of this hi-tech product in an Airport environment."

The programming features weather, current events, attractions, hotels, dining, spa, and golf courses amongst a multitude of other relevant information about destination cities from SBA. The program allows participating organizations to update content in real time through an easy-to-use website. "We're thrilled to be able to show travelers how to use our transit system," said Jim Allison of the Bay Area Rapid Transit (BART) District. "BART's plane to train connection at San Francisco International is a green, cost-effective and convenient option for travelers so we were thrilled when ProDIGIQ approached us for informing passengers about BART before they board their flights to San Francisco." The program allows businesses and organizations to promote their special offerings and limited time events to passengers prior to boarding time.

Continued on page 2 -

INNOVATIVE ADVERTISING VENUE COMES TO SANTA BARBARA AIRPORT

February 3, 2009

Page 2

The nature of the program also offers an excellent opportunity for businesses from the Santa Barbara area to promote their offerings at the Airport. "It has been our sincere pleasure to be working with ProDIGIQ and the Santa Barbara Airport to display our student and alumni work at SBA," said Roger C. Anderson, President of Brooks Institute. "This high profile venue provides our students and alumni with the unique opportunity to showcase their incredible talent to the world." The majority of passengers using Santa Barbara Airport are residents of the Santa Barbara region so this is a great opportunity for them to learn about what exists in their communities.

About ProDIGIQ: ProDIGIQ, Inc. is a Southern California based start-up whose founding team members are alumni of University of California at Santa Barbara (UCSB). The ProDIGIQ team members attended UCSB and lived in the region at various times starting in the 1980s. The entire team brings a combined experience of more than 80 years in technology and management. ProDIGIQ is in the process of starting similar programs at several other airports this year. Advertising inquiries can be directed to Arpit Malaviya at 1.818.878.0668.

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