

NEWS RELEASE

For Immediate Release

500TH VIDEO ON JOINTHEWAVE.COM. A RESOUNDING SUCCESS... AND IT KEEPS ON GOING!

San Francisco, February 1st, 2009 – Wow! 500 videos. After witnessing a swearing-in ceremony filled with hope, the world has extended an enthusiastic welcome to President Obama. People are singing, dancing, shouting for joy, sending greetings... and above all, they're joining in the wave. People all over the world have responded positively to the worldwide Join the Wave movement to welcome the new President of the United States, Barack Obama. Thanks to them, www.jointhewave.com recently passed the 500 video mark, with entries from more than 30 countries!

From a pair of Kenyans¹ dancing to celebrate Obama in traditional costumes, to a fellow from Madrid² doing a very special wave on his office desk, a funky Venezuelan³ doing a wave with his eyebrows, and a young lady in Montreal⁴ singing about hope, each has contributed to this wave of enthusiasm for Obama in his or her own original way.

This spontaneous wave of worldwide welcome is an initiative that started in Montreal, and quickly spread across Canada, to Europe, and all the continents. In fact, people from more than 90 countries have now visited the www.jointhewave.com website.

Join the Wave was created by Montreal-based company Pixman Nomadic Media, which specializes in mobile marketing and nomadic advertising, represented in the United States by Attack! Marketing and Promotions. The most creative video entries will be given to the Obama administration.

About Pixman Nomadic Media Inc.

Pixman Nomadic Media (www.pixman.com) is a tactical and mobile marketing corporation offering a range of nomadic multimedia solutions and services to advertisers throughout the world. Firmly established in over 25 countries thanks to its extensive network of partners, the Corporation makes use of its own patented multimedia systems to offer an alternative means of promoting brands, products and services to consumers. Common shares of Pixman Nomadic Media are listed on the TSX Venture Exchange under the symbol "PMN".

About Attack! Marketing and Promotions

Attack! Marketing and Promotions (www.attackmarketing.net) is a brand communications agency, providing clients with a full range of strategy and execution services. Attack! specializes in guerrilla and non-traditional marketing techniques to deliver their client's brand message into the hearts and minds of their target audiences. Attack! offers full campaign development and execution, and has successfully worked with over 300 satisfied brands.

¹ <http://www.jointhewave.com/?permalink=771>

² <http://www.jointhewave.com/?permalink=158>

³ <http://www.jointhewave.com/?permalink=499>

⁴ <http://www.jointhewave.com/?permalink=574>



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