



Alex Richardson, Industry Leader, Joins Dynasign Advisory Board

Las Vegas, NV, February 27, 2008 --(PR.com)-- Dynasign is pleased to announce that Alex Richardson, Managing Director of Selling Machines, has joined the Dynasign Advisory Board. "With over two decades of experience, Alex brings a wealth of innovative ideas to our organization," said Alex P. Wang, President and CEO of Dynasign. "His guidance and advice will be valuable as we build on our position as a leader in enterprise-level, digital signage content management software & solutions."

I'm excited to work with Dynasign," commented Richardson. "I've spent the last few years looking at dozens of Digital Signage solutions and it's clear to me that Dynasign has the best combination of robust security, scalability and ease of use in the marketplace. Dynasign has the management team and financial resources to maintain their steady growth on a worldwide basis."

Prior to founding Selling Machines, Alex was the Founder and CEO of Netkey Software. Alex pioneered the development of a new enterprise software market for the management of retail self service devices and led the creation of the organization to execute on the vision. Alex led the team to raise over \$20 Million in venture financing to fund the company's operation and rapid growth. He established Netkey's software development center, its operational management team, recruited both its Board and Advisory Board of Directors, and established its worldwide direct and indirect sales organization. He also established the company's IP (Intellectual Property) program and is co-holder of two interactive technology patents.

Selling Machines is a New York City based consulting and project management firm dedicated to helping leading brands and retailers manage large multi-channel, digital signage and kiosk projects. Alex's recent digital signage and store window reengineering design work for a global luxury brand won the 2007 Industry Innovator of the Year award, as well as four (4) first prize awards for excellence in retail digital signage implementations including 2007 Digi Signage Awards (Judge's Choice) and the 2007 4th Screen Gold Award for Retail.

In addition to being a member of the National Ski Patrol/Okemo Mountain Vermont. Alex has been involved with Special Olympics International since 1987. Alex has an MBA from Yale School of Management.

About Dynasign:

Dynasign Corporation is a global leader in delivering digital signage network technologies and hosted digital signage network services. Dynasign provides a highly scalable enterprise class digital signage network platform with advanced targeted content publishing features and simple to use web based user interface for media networks, government agencies, schools and businesses to reach their targeted audiences with relevant up-to-minute information. Dynasign's all-inclusive online service and flexible media player product lineup enable our clients to effectively manage the explosive ad sponsored screen network growth and business communications demand with a "Think Big, Start Small" approach. Dynasign Corporation is located in Silicon Valley, California. For more information, visit www.dynasign.net.



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