



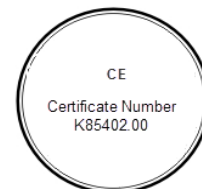
TruMedia Technologies Ltd.

July, 2011

TruMedia Privacy Statement

TruMedia Technologies Ltd. (hereinafter: "TruMedia") hereby confirms the following privacy statement, with respect to its products for Digital Signage and Out-Of-Home Audience Measurement:

1. TruMedia is fully respectful of the audience's privacy and any data produced or collected by TruMedia products is completely anonymous
2. No personally identifiable information is ever collected
3. No video or still images are ever recorded
4. No photo archive or database is used
5. Per the above , we are committed that our products comply with any Swiss and/or any EU legislation on privacy



Sincerely,

Moti Gura
CEO, TruMedia Technologies Ltd