

For immediate release (Nov 28, 2006) :

**Viable Controls Inc** of Calgary, AB is pleased to announce the release of their ViableTv platform, a new advertising avenue for companies that are targeting the **Resto-Bar crowd of 18-40 year old males and females**. ViableTv is a new patent-pending platform that allows restaurants, bars, and pubs to show additional advertising alongside their regular television programming at specified intervals or as a result of events such as commercial detection. The prevalence of televisions inside today's pubs and restaurants creates the ideal environment to make impressions with this target audience. Additionally, this platform is very cost effective in that it requires zero additional investment on behalf of the venue owner and is ready to utilize the existing television infrastructure already in place.

Viable Controls is currently rolling out this new technology to venues around Calgary and is actively pursuing advertisers that complement the offering. For venue owners the platform offers an opportunity to not only display external advertising, for which they receive a portion of the revenue, but also allows them to communicate their own offerings and upcoming events to their clientele with a percentage of the available time allotted to them.

If you are a small to medium sized business with a primary target audience in the 18-40 crowd then ViableTv is the right choice for you to make impressions and deliver your message in a very direct way.

- Your ad dollars targeted by age, you are targeting a highly mobile group of people with money to spend.
- Your ad dollars targeted geographically, you can target your reach to a particular city, quadrant, neighborhood or establishment
- Your ad dollars targeted by variety, whether it is for the sports pub, trendy club or any other particular niche, you can target your reach to only those that suit you.

Each ad space will be shown **at least** once every hour, including peak programming hours. All advertising on each system is in a lineup that will be cycled through during the allotted time. The more slots in the lineup that are dedicated to you as an advertiser, the more exposure you get. A lucky few advertisers will also get far more exposure than normal if the lineup is light. This means that the earlier you sign up, the less existing advertising there will be in the lineup and the more often your ad will appear. In addition to showing advertising alongside normal programming, ViableTv is capable of displaying small adverts directly overtop of existing programming similar to station logos that exist on many of today's networks.

Here are just a few examples of businesses that would benefit from this kind of advertising.

- Late night food being advertised after the bar restaurant is closed
- Taxi services (a great candidate for a periodic corner logo overtop of regular programming)
- Employment opportunities
- Any Products and Services of particular interest to this audience (Homes, Condos, Vehicles, Realty Services, Travel, Investments)
- Liquor and related products to introduce your product or merely give it an edge against the competition in the venue

Viable Controls invites you to visit our website for more information or contact us via one of the methods below. Whether you are a venue owner interested in deploying this platform in your establishment or a potential advertiser we would be happy to discuss your needs.

**Viable Controls Inc.**

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