



**AUDIO VISUAL EXPERTS TO CREATE PERMANENT
SATELLITE SOLUTION AT NATION'S PREMIER RESTAURANTS**

Innovative partnership makes expert coast-to-coast broadcast of business messages to specialized audiences welcoming and cost effective

Companies that need to broadcast their meetings and messages to colleagues in various cities across the country will have a wider variety of venues from which to choose.

AV Solutions, a division of ESSRx, an expert audiovisual and satellite production and support company based in New Jersey, has announced a partnership with two of the nation's premier restaurants – Ruth's Chris Steak House and Mitchell's Fish Market. The partnership will create sophisticated high definition broadcast suites within 140 of the restaurants' well-appointed private dining rooms. The Ruth's Chris/Mitchell's/AV Solutions product will be called Advantage Broadcast Solutions.

Advantage Broadcast Solutions joins GlobeCast Enterprise Services' existing network of 15,000 business-to-business satellite installations (at companies that include The Boeing Company, CNN, Hewlett-Packard, and dozens more) created for getting information from one place to many with professional quality.

“Whether it’s to educate, train, launch, motivate, announce or reward, the business need to gather together large numbers of people across the country is ever-present,” said Doug Mack, President ESSRx

Combining the incomparable, personalized service and signature menu of premier restaurants with the know-how of the audiovisual and satellite industry leader allows companies to warmly welcome and engage large and select audiences from across the country with key messages. Most importantly, companies using the service will realize many cost efficiencies.

“Through broadcast events, companies can professionally communicate with target audiences while reducing travel expenses and, with economics what they are, this is important,” said Brenda Leopardi, Director, Special Events, AV Solutions. “Each of our programs is expertly managed by one of our experienced Executive Producers (EP). The EP manages all the elements associated with a complete state-of-the-art studio production and professional broadcast. All the technical and moving parts of pre-production, production and post-production are seamlessly coordinated and proficiently executed, delivering a turn-key solution to clients.”

The high definition suites, when installed at Ruth’s Chris and Mitchell’s Fish Market, will each feature a digital, 16.9 high-definition projection system; satellite reception in certified high-definition format geared for live, interactive sessions; and the restaurants’ premier menu and outstanding service.

Advantage Broadcast Solutions' clear competitive advantage over other industry leaders will be its broadcast flexibility. "Rather than offer one solution, Advantage Broadcast Solutions offers a menu of broadcast solutions," said Mack. "We can handle a client's entire broadcast, or blend the client's current capabilities with our own. If, for instance, a client has a studio and director, we'll utilize those resources. Our goal is to provide professional high definition broadcasting at a sophisticated venue and allow this to fit in a cost efficient way with each client's in-house expertise."

Furthermore, Mack points out "if a client wishes to go outside of the Ruth's Chris and Mitchell's chains, Advantage Broadcast Solutions can handle different venues at a premium." AV Solutions has its beginning in the satellite industry producing meetings through temporary satellites and handled over 1,000 temporary satellite connections in 2008 alone.

For more information, visit essrx.com. Advantage Broadcast Solutions is the select satellite division of AV Solutions. Event Support Services Rx, (ESSRx) of Parsippany, New Jersey, is the parent company of AV Solutions and Total Health Rewards.