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**ADVANTAGE BROADCAST SOLUTIONS PARTNERS WITH PHIZZLE TO  
FURTHER ENHANCE INTERACTIVITY OF SATELLITE MEETINGS**

**Parsippany, NJ, and San Francisco, CA, March , 2010** – Today’s satellite meetings are providing interaction capabilities that can accomplish everything the face-to-face version can – and more. A strategic partnership between the audiovisual and satellite industry leader, Advantage Broadcast Solutions (ABS), and Phizzle, the smart platform for mobile marketing solutions, further refines the “more” being delivered to meetings via satellite.

The partnership allows geographically dispersed participants in ABS satellite meetings to provide immediate feedback about the presentation and be polled about specific elements of the broadcasts. Replacing traditional keypads with cell phone technology amplifies broadcast interactivity and flexibility while decreasing cost.

“Auto-response systems should be part of every satellite broadcast,” said Doug Mack, President of ESSRx, the parent company of ABS. “With Phizzle’s technology, auto-response is now possible for all budgets. In fact, this partnership reduces the cost of creating an interactive venue by nearly one-fifth.”

“The ease of use and robustness of the Phizzle product suite can be applied to multiple industries,” said Ben Davis, Phizzle’s Co-founder and CEO. “We bring to ABS clients the best text-to-screen solutions with a wide range of real-time results capabilities.”

In addition to enhanced interactivity, ABS satellite meetings feature sophisticated graphics, plasma screen projections and more.

“Meetings and events can be more communicative, sophisticated, involving and interesting, yet significantly less expensive via satellite,” said Mack. “And, they are clearly the right alternative during a time when conducting business successfully and saving on costs have never been more essential.”

Each ABS program is expertly managed by an experienced Executive Producer (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.

For more information on ABS, visit [essrx.com](http://essrx.com). For more on Phizzle, visit [phizzle.com](http://phizzle.com).