

PRESS RELEASE

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Estates and Lettings Agent selects Canditv® for New Loughborough Office.

The Directors of Data Driven Logistics Limited are delighted to receive their first order to implement the multiple award winning canditv® in the property sector.

Loughborough based Aidan J Reed, an independent, professional firm of Estate Agents, Letting Agents, Chartered Surveyors, Auctioneers have selected canditv® to enable students at nearby Loughborough University to use their mobiles like TV remotes to browse properties, request information and to book viewings displayed on screen situated in the front window of the new Lettings Office which opened in June of this year.

The screen will be accessible to student landlords, undergraduate tenants, post graduate tenants and professional tenants on a 24 hour basis extending access to the latest properties information beyond normal office hours allowing Aidan J Reed to develop prospective interest and relationships with a broad range of customers passing by the office at any time of day or night. Canditv® implementations in the Tourism and Local Government sector have already proven highly successful with screens being accessed by passers by from as early as 6.30am up to 11.30 pm.

Using canditv® anyone with a mobile phone can call a local rate or free dial back number displayed on screen to take control of the content by using their mobile phone keypad just like a TV remote control. The unique benefits of the system are that it extends use of existing resources and means that organisations can extend their service and build relationships with customers at a fraction of the cost of traditional methods saving money, improving service and increasing revenues.

Examples of canditv® enabled screens can now be found in a growing number of locations including; tourist information centres, rail and bus stations, city centres, libraries, leisure attractions and sports stadiums.

Kevin Taylor Commercial Director for Data Driven Logistics said

“Canditv® received very positive comments when first presented as a breakthrough technology by Warwickshire University as at the NAEA Conference in early 2008. The impact of the global economic downturn meant that we were unable to market the

product for the past 18 months, however we hope that this interest is symptomatic of an improved future outlook for the property sector and look forward to delivering increased access and revenues as an industry first for Aidan J Reed.”

Canditv® was unveiled to an influential audience at the Marble Arch Thistle Hotel in London on Tuesday the 8th of September. The invitation to present was made by a leading industry group with specific interest in the use of Digital Media in Retail.

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Notes to editors

Canditv® is part of Data Driven Logistics Ltd, an innovative software and technology solutions provider. Canditv® enables any television or screen that is connected to the Internet to become interactive, allowing advertisers, retailers, games manufacturers, service providers and so on, to reach their target markets and customers in a completely new and innovative way. Simply by using any mobile phone to dial the number displayed on a screen enables users to navigate and interact with the content. For further information visit www.canditv.com or contact Kevin Taylor 08458 733200, kevin.taylor@canditv.com