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OptiCom Marketing Group Ltd. Introduces First Multimedia CD Gift Card™ in Canada

Oakville, ON, March 31, 2005 – OptiCom Marketing Group Ltd. today announced the launch of a newly patented Multimedia CD Gift Card™ called the MoxyCard® that will change the multi-billion dollar Stored Value Gift Card business forever. The innovative multimedia card combines the functionality of a regular Gift Card and the electronic capabilities of a CD-ROM.

MoxyCard®, a dynamic, cutting-edge, interactive commerce tool, will provide retailers with a new marketing and advertising medium. The card is similar in size and shape to a credit card, but with a dime-size hole at its center and a curvature to both sides allowing it to fit into the smaller inner ring of any standard CD tray.

MoxyCard® is being launched simultaneously in Canada and the United States. However, based on the reaction of number of Canadian retailers and their suppliers, Canadian consumers will likely be the first in the world to be exposed to and embrace this breakthrough technology. This is great news for Canada as the US is often the starting point for major retail innovation.

OptiCom Marketing, a Canadian marketing services company has been able to get in on the ground floor of this new technology after recently being signed Canadian marketing rights by One28 Marketing Group, LLC, the US company which holds the exclusive marketing and manufacturing rights. "We are very pleased to have OptiCom on board with us and are excited about their proven track record in bringing products like this to market. They have extensive relationships with many consumer packaged goods companies as well as retailers and we are sure they will make this product a huge success in Canada," said Mike Griffin, President of One28 Marketing Group.

"Essentially, MoxyCard® is a mini "hockey rink" shaped CD with the magnetic strip requirements of a regular retail Gift Card," said Peter Osicka, President of OptiCom Marketing. The card will be able to accommodate the placement of any type of electronic file such as HTML, QuickTime, MP3, Flash and Shockwave, to name a few.

Continuing, Osicka commented, "Imagine the enormous possibilities of this new medium. When a video or web page appears on a customer's computer

screen containing breaking news or special offers, a hyperlink to a website, printable coupons or even an animated Birthday Card, that's a powerful and highly-effective marketing tool. This new process of promoting retailer's products or services to the end user will enhance and change customer loyalty, as you know it today. MoxyCard®, offers some incredible cross promotion and collaborative marketing opportunities for retailers and brands they carry. The marketing potential is enormous."

In recent years Stored Value Gift Cards have become increasingly popular, and for many they are a "gift of choice" to both give and receive. As reported by the Federal Reserve Bank of New York, Stored Value cards are one of the most dynamic and fastest growing products in the financial industry. Last year North American consumers have purchased over 1 billion Gift Cards, totaling more than \$45 billion. By 2006 over \$72 billion in stored value transactions are expected. Experts put this industry in the introductory or early growth stage of the product life cycle, suggesting that there is substantial growth potential in the years ahead.

For many retailers, Gift Card sales represent five percent of their total revenue. "That's a staggering percentage," said Osicka, "and it shows how very important Gift Card sales are to retailers. MoxyCard® represents a new opportunity for retailers to sell more Gift Cards by moving away from an inanimate piece of plastic to one that is truly robust and interactive."

OptiCom Marketing Group Ltd. is headquartered in Oakville, Ontario. Founded in 1982, the company offers a full spectrum of marketing and sales promotions services.

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