



RMG Networks Taps PopSugarTV and CityBuzz Content for Taxis *Programming to Entertain 2 million Passengers in 4,000 Cabs Each Month*

SAN FRANCISCO, CA – November 15, 2011 —RMG Networks (RMG) a leader in digital place-based media announced separate content partnerships with PopSugarTV and CityBuzz to entertain two million riders each month across the RMG Taxi Entertainment Network.

RMG is a dominant player in the digital place-based media space, offering technology, services, and advertising opportunities for businesses in the transportation, fitness, health and wellness, and retail industries. Their Taxi Entertainment Network delivers engaging video content on screens located in the back of 4,000+ taxis in top US DMAs.

“After reviewing content from countless sources, I am confident that the combination of PopSugarTV and CityBuzz segments will provide the engaging viewing experience to fit this on-the-go audience,” said David Bruce, EVP Products and Partnerships, RMG Networks. Adding “Our taxi audience is addicted to pop culture and the latest entertainment buzz.”

“We’re excited to tap into a new distribution channel for PopSugarTV’s vast library of women’s lifestyle content” said David Grant, President of PopSugar Studios and TV. “RMG’s Taxi Entertainment Network provides a new venue for us to reach and engage a captive audience.”

A Sugar Inc. property, PopSugarTV is a leading online premium video source for women ages 18-40. PopSugarTV produces over 150 fresh, original videos each month that inform, inspire, and entertain audiences across the globe in a unique voice that is friendly, upbeat, and encouraging. Comprised of distinct lifestyle and entertainment segments, PopSugarTV covers topics that include celebrity, fashion, food, fitness and more.

"Citybuzz delivers premium content and we believe that riders will enjoy getting an insider’s view of what’s going on while they’re in town. Many people riding in taxis are visitors and will value Citybuzz recommendations for BROADWAY, dining and shopping.” Christy Ferer, Chief Executive Officer of Citybuzz

Citybuzz selects the best in upscale restaurants, nightlife, shopping, entertainment, hotels and exploration activities in every major city in the United States. In addition to selecting the best of the best, Citybuzz features respected local “insiders” like Isaac Mizrahi and Anna Wintour to give their recommendations to travelers.

About RMG Networks

Named the #1 OOH TV Company of the Year and included on Ad Week Media’s 2010 OOH Hot List, [RMG](#) is one of the leading and fastest growing digital media companies in the US. Headquartered in San Francisco with offices in New York, Los Angeles, Denver, Detroit, Chicago and Beijing, RMG owns, operates and powers Out-Of-Home TV & Video networks. As a result of its rapid expansion RMG now controls 130,000 screens, delivering 58 million highly desirable and elusive monthly viewers across 6 OOH TV & Video networks; In-Flight Entertainment, Fitness Entertainment, Point-of-Care, NYTimes.com Today, Taxi Entertainment and Executive Media Networks. RMG partners with top US Advertisers in key industries such as consumer goods, auto, finance and software to deliver their target audiences out-of-home. RMG is backed by [National CineMedia](#), LLC (NCM), [Kleiner Perkins Caufield & Byers](#) (KPCB), and [Tennenbaum Capital Partners](#). For more information, please visit www.RMGnetworks.com.