



## PromoDriver Signs 3-Year Contract with Giant Foods for ICM Kiosk Deployments

**BREAKING NEWS! [ Dec. 29, 2006 ]**

We are pleased to announce the signing of a three (3) year deployment agreement with the Binghamton Giant Food Markets. This deployment encompasses twelve Giant stores, and is targeted for March 2007 deployment.

Not only will OPD deploy its ICM Kiosk into all stores, but will control and manage all Screens at checkout. At present there are 120 Screens at the entrance to the checkout lanes and 120 smaller Screens at the registers.



The Giant stores are located in the Southern Tier of New York State and within one hours drive from the PromoDriver offices in Elmira, NY. The Giant stores maintain a 60% market share in the community and where average consumer traffic exceeds 50,000 shoppers per month per store.

To obtain additional information on Giant go to [www.giantmarkets.com](http://www.giantmarkets.com).

PromoDriver is a marketing division of Optical Products Development Corp, (OPD), offering a turnkey in-store targeted marketing solution to the grocery industry. PromoDriver's ICM kiosks provide shoppers with on-demand and targeted coupons, 3D grocery-product promotions, and narrowcast video advertising of store products. The systems offer manufacturers the ability to target promotions and advertising to their customers in the store, where 70% of all brand purchase decisions are made. PromoDriver kiosk systems are networked, allowing loyalty card targeting, plus remote management and content delivery to kiosk nationwide.

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