

Press Release

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For Immediate Release

Innovative Mobile Technology that Enables Brands to Better Engage with Consumers!

TORONTO, ON – December 9, 2009 – **Skuyou Inc.** has launched a revolutionary technology that allows marketers to interact with their audience. Using a smartphone with a camera along with a QR (Quick Response) code reader, individuals can take a picture of a unique 2D barcode, that will dynamically link them to more information on their smartphone. Linking the physical world to information in the virtual world, Skuyou QR codes delivers content when consumers demand it and when it is most relevant to them.

Marketers can now engage and measure interaction at whole new level. Skuyou's technology is not limited to linking users to a webpage. It can send an e-mail, SMS, download a Vcard, play a video, dial a phone number and more. There are endless possibilities because QR codes can be incorporated on any physical product such as consumer packaged goods, POS stands at grocery stores, billboards, maps, coupons, ticketing applications etc.

Will users scan? Absolutely. A recent campaign for the Maple Pictures release of the film "The Fourth Kind" experienced a 76% click-conversion rate. Crucial Interactive along with Maple Film's MAOR – Initiative (Toronto) launched a marketing campaign that enables users to scan the movie poster and view the trailer prior to purchasing movie tickets. They no longer need to wonder what the movie is about since the trailer is easily available and viewed on their smartphones. This bridges the offline marketing strategy with the online one – driving user engagement and potentially sales!

With over 120 million QR codes in Japan alone, Skuyou.com has used this global standard to provide North American marketers such as Canadian based Maple Pictures with a better way to interact with consumers of their products. The market for QR code use is rapidly accelerating as a result of recent announcements made by Research In Motion (via Blackberry Messenger 5) and Google (via their Android OS). Each of these company's platforms includes a built-in QR code reader, which in turn fuels the adoption rate for marketers to use QR codes. "It won't be long that the QR code will be as common as an email address or website URL.", says Bruno Palozzi, President of Skuyou Inc.

In Canada, the Smartphone segment expanded at a rate of 49% in the second quarter, IDC Canada reports. RIM's Blackberry, now with over 57% of the smart phone market and Apple's iPhone with over 17% of market share indicate how quickly the smart phone segment is growing.

“Skuyou is an innovative bridge media tool that brings multi-platform media campaigns to life by providing the integration of offline media such as Out of Home (OOH), consumer packaging, point of sales (POS) and print/direct mail to digital media on mobile devices. Skuyou’s analytics include, but are not limited to real-time reports (scans, open rates, geo-stats from where the sku was scanned and action tracking) and provide advertisers the tools to engage with their audience, and further understand how to best position the message they are trying to convey.” says Petar Bozinovski, President of Crucial Interactive.

About Skuyou Inc.

Skuyou Inc. is a Toronto-based company at the forefront of measurable 2D barcode solutions that links physical world objects to digital content. When scanned with any QR code reader and a smartphone, Skuyou codes turn objects such as printed advertisements and consumer packaged goods into interactive elements that can lead users to specific web content, play videos, dial a phone number, initiate an email or text message, or save business card information directly to your smartphone.

Marketers and consumers can learn more about Skuyou at www.skuyou.com

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