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In-Store Digital Media Network by ActiveMaps Provides Benefits to Diedrich Coffee Customers and Increased Sales for Diedrich Coffee Chain

LOS ANGELES, Calif. (September 19, 2006) – ActiveMaps Inc., a Los Angeles based digital media company that develops and deploys high-impact digital media networks in retail locations, has been proven to provide direct benefits to consumers and to generate increased sales for retailers, according to recent consumer research conducted by Diedrich Coffee. According to the Diedrich Coffee customer study, customers will choose a Diedrich Coffee location with an ActiveMaps digital media display over a competing coffee retailer that does not have a display in order to experience the benefits of the ActiveMaps In-Store Digital Media Network.

With the Diedrich Digital Media Network, provided by ActiveMaps, Inc., Diedrich Coffee customers get to up-to-the-minute local and national news from MSNBC, local and national weather, local traffic information from Sigalert, up-to-the-minute sports scores from ESPN, entertainment and fashion news from E! Entertainment, stock quotes from Yahoo! Finance, and surf reports from Surfline, when they visit any Diedrich Coffee location.

“There are four different coffee shops close to my house, but I always go to the Diedrich Coffee because I know I can get a quick re-cap of the day’s news, check stocks and see the latest surf report while I wait for my latte,” said Dirk Larson of Irvine, CA. “Most mornings I don’t have time to get on-line at home so it’s great to know that I can get all of the information I need while waiting in line for my

morning coffee. I'm impressed by the diverse mix of content and the easy-to-read display.”

“We are extremely pleased with the results of the ActiveMaps-powered Diedrich Digital Media Network. In just a short time, we have actually seen a marked increase in same-store sales and have received an overwhelmingly positive response from our customers,” said Alexis Eldridge, Senior Director of Marketing. “In a business where customer loyalty is everything, ActiveMaps has given us a measurable edge on our competition. Now, not only can we offer our customers the best coffee products available anywhere, but also engaging content and information while they wait and another reason to come back to Diedrich Coffee.”

The diverse range of news and information that the ActiveMaps-powered Diedrich Digital Media Network provides ensures that the Diedrich Digital Network appeals to a wide consumer demographic. On any given moment, one will find teenage girls watching the latest celebrity gossip, sports buffs checking the latest scores of their favorite teams and business commuters checking for traffic updates and financial market data.

Tom Akil, a Newport Beach resident who commutes to Los Angeles for work, says the Diedrich Digital Network is a big time-saver. “Every morning I stop to get my coffee at Diedrich Coffee and I check the traffic situation while I wait for my latte. On many occasions, the information has saved me from hours of being stuck in gridlock traffic. Checking for traffic updates is something I never used to do at home but at Diedrich Coffee it's so easy that it has now become part of my daily routine.”

“The content and design of the Diedrich Digital Media Network was developed specifically with the needs of Diedrich Coffee customers in mind. Our goal was to develop an in-store digital media solution that was not just relevant to the needs of Diedrich Coffee customers, but that was also relevant to the geographic

location of each store and the changing needs of Diedrich customers at different times of day. As a result, the research from Diedrich Coffee has proven, we have developed a highly effective digital media solution that meets the very highest expectations of today's consumers", said Alex Nocifera, President of Distribution and Sales at Active Maps, adding that, "ActiveMaps' highest priority is to make sure consumers benefit from our product."

ActiveMaps, Inc. is a digital media company that provides real-time information, news, sports and entertainment to consumers in retail locations. The ActiveMaps Network of several hundred locations reaches over 4 million unique consumers every month throughout Southern California. ActiveMaps, founded in 2003, is a privately held company located in Los Angeles, CA.