

RMS Networks Inc. and World Capital Markets Inc. Form New Financial Services and Digital Media Company



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Press Release Summary: Boston, MA and Fort Lauderdale, FL – September 29, 2008 – RMS Networks (RMS) and World Capital Markets (WCM) today announced the formation of a new company for strategic advertising, promotion, research and technology.

New company's mission is to serve the needs of private companies that want to go public, raise capital, or present themselves more effectively to interested parties

WCM is now RMS Networks exclusive representative to license rVue® -- RMS' proprietary digital content and advertising platform



Press Release Body: **RMS** is the leading Internet-based, digital media and marketing agency that develops, manages and delivers the most relevant video advertising segments to millions of consumers daily. RMS has served the nation's most respected and recognizable brands, including AutoNation, Blockbuster, Subway, Accenture and Advance Auto Parts.

WCM is the premier resource for private companies that want to go public, raise capital, or present themselves more effectively to interested parties

The new company being formed by **RMS** and **WCM** will promote effective capital raising techniques through rich advertising, metrics, non-traditional advertising outlets and Internet-based social networks. The name of this new entity will be announced in the near future.

Clients of the new company will gain market visibility designed to secure private investments or to take their company public through an initial public offering or reverse merger by targeting strategic audiences through addressable marketing services and campaigns. **RMS President and Founder, Jason M. Kates**, said: "*The RMS platform offers an extremely powerful tool for these companies, one that is especially timely given the current state of the financial markets. Teaming with WCM will bring the power of digital media and targeted social investing to our clients, thereby enhancing the reach and impact of their marketing and investor relations efforts.*"

About RMS Networks Inc.

RMS is the leading internet-based, digital media and marketing agency that develops, manages and delivers the most relevant video advertising segments to millions of consumers daily. Through rVue®, RMS' proprietary addressable advertising technology, high-traffic venues and consumers can access HD video content, create playlists and dramatically enhance the shopping experience. From its headquarters in Fort Lauderdale, FL., RMS has served the nation's most respected and recognizable brands including AutoNation, Blockbuster, Subway, Accenture and Advance Auto Parts – all with a simple proposition: Where ROI meets awareness. That's RMS. Learn more at www.rmsnetworks.com.

About World Capital Markets, Inc.

WCM is the premier resource for private companies that want to go public, raise capital, or present themselves more effectively to interested parties. WCM's program combines an ever-expanding Internet social network dedicated to investments, acquisitions, divestitures and financings with world-class support for our clients' capital-raising programs. WCM's value-added services include experienced consulting, cutting-edge media technology, expert public relations, legal and audit resources – a comprehensive program unique in the industry. WCM is dedicated to creating a community of people who make key investment decisions and then present our client companies to them in a way that is both compelling and persuasive.

WCM's Chairman and CEO, Richard J. Sullivan, is an entrepreneurial pioneer. He served as Chairman and CEO of Applied Digital Solutions, where he executed a technology rollup involving 42 acquisitions that succeeded in increasing the company's share price from \$2.50 to a peak of \$18 per share. During Sullivan's decade-long tenure as Chairman and CEO, Applied Digital was one of the highest

volume traded stocks on NASDAQ. Sullivan also served as Chairman and CEO of Digital Angel Corporation and led the effort to spin off VeriChip Corporation. In 1970, he was a founding member of the management team of Manufacturing Data Systems, Inc., which listed at \$7.50 per share and was sold to Schlumberger N.V. in 1980 at \$65 per share.

WCM's Chairman and CEO, Richard J. Sullivan, commented: *"We're extremely pleased to join forces with RMS. Working together, we'll be able to accelerate investment and growth opportunities for a wide range of financially solid private and public companies. Our approach builds on the successful growth strategies we have executed in the past. RMS' innovative digital capabilities and cutting-edge technologies will be of enormous benefit to our clients."*

The new company will have a strategic relationship with **Accretive Exit Capital Partners**, Boston, MA, and West Palm Beach, FL., www.Accretiveexit.com, a liquidity producing secondary investment firm, whose investment strategy targets a diversified pool of late-stage growth companies from vintage 1999-2003 buyout funds. The two companies will explore innovative ways to expand the new company in the future.

Regarding the licensing of **rVue®**, **WCM** and **RMS** have signed a definitive agreement to offer the platform on a worldwide, exclusive basis. **rVue®** is **RMS'** proprietary digital content and advertising platform that connects advertising agencies with digital destinations such as digital signage, mobile and web outlets.

Web Site: <http://rmsnetworks.com>

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