

## **For Immediate Release**

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## **Feld Entertainment, Inc. Selects ExaDigm's XD2000 Point-of-Sale Terminal for Wireless Transactions**

*Largest provider of live family entertainment to replace 300+ existing wireless terminals with ExaDigm's XD2000 Wireless Solution*

VIENNA, VA and SANTA ANA, CA – January 16, 2006, Feld Entertainment, Inc., the largest provider of live family entertainment and producers of Disney On Ice<sup>SM</sup>, announced their selection of ExaDigm, the leading innovator of wireless and wired point-of-sale (POS) terminal solutions, as the vendor of choice to replace their more than 300 existing Lipman 8000 wireless POS terminals. The ExaDigm XD2000 Wireless terminal will replace the current 300 units of the Lipman 8000 in use at Feld's Disney On Ice<sup>SM</sup> shows nationwide.

As the leader in producing live traveling entertainment events, such as Disney On Ice<sup>SM</sup> and Ringling Bros. and Barnum & Bailey<sup>®</sup> Circus, Feld Entertainment chose ExaDigm and the XD2000 Wireless as the replacement unit to service its POS needs because of its proven strength as a truly mobile wireless terminal, the ability to change the connectivity method of choice with the simple swap of a modem, and the fact the PC-based operating system allows for application updates in hours not months.

Feld Entertainment was faced with the challenge of implementing the Lipman 8000 POS terminal and being unable to manage custom software development and programming in an efficient and timely manner. As a company who requires the ability to make constant updates to their terminal applications, Feld could simply no longer afford the time, resources and expense that were associated with the large scale projects required to implement the changes on the Lipman 8000.

In addition, Feld produces traveling events, which means the ability to have a truly mobile POS terminal with multiple wireless connectivity options is essential. Key to Feld's business is the ability to process transactions whenever and wherever they are staging a show. To do this they required a single terminal that could adapt immediately to the different wireless coverage areas they are in and be able to connect to all major networks regardless of whether it is CDMA or GSM/GPRS. With their existing terminals, the company was locked into a single wireless coverage area which was often not available in the locations where events were being staged.

ExaDigm has been able to deliver a solution that provides Feld with the ability to change wireless connectivity between CDMA, GSM and WiFi as their coverage needs change, as simply as the quick swap of a modem. At the same time, Feld is now able to implement changes to the terminal software in a matter of hours instead of months, due to the fact that the XD2000 utilizes a PC-based operating system, as opposed to a proprietary OS found on competitor's terminals. This difference in operating system means that Feld is no longer solely reliant on having the manufacturer make software changes, which with their previous wireless terminals, was taking several months at a time. In addition, Feld now has terminals with the highest level of security available on any POS terminal in the market today.

"I can say that the promised ability of ExaDigm to apply any custom programming based on Feld's needs was a deciding factor in our purchase decision. In the past, Feld would not have contemplated a programming change unless the months of lead time were available and the overriding business need

driving the reprogramming was substantial enough to warrant a large scale project” stated Casey Rodgers, Vice President of Finance for Feld Entertainment, Inc. “I now view this ability as being able to open up substantial data transfer, reporting and verification processes that were previously unavailable. ExaDigm promised to bring expanded capability in a timely fashion to Feld’s credit card terminals, and they have.”

“The choice of our wireless POS solution by Feld and Disney on Ice<sup>SM</sup> as their replacement to the Lipman unit speaks volumes to the differences between those manufacturers continuing down a path of implementing outdated, proprietary operating systems which are simply difficult to maintain and manage, to those of us embracing those everyday technologies found in devices used in the home and business across the globe,” said Michael Mulcahy, President and COO of ExaDigm. “Our relationship with Feld is one we value greatly and we look forward to partnering with them in a broader roll-out of our wireless terminals to their many other venues in the future.”

#### **About ExaDigm, Inc.**

ExaDigm is the leading innovator of IP wireless, wired and modular point-of-sale (POS) terminal solutions. Through a detailed understanding of the IP, wireless and point of sale industries, as well as through extensive relationships with financial institutions, ISOs, and transaction processors, ExaDigm provides innovative and technology based solutions that increase revenue, reduce cost, and boost productivity.

Founded in 2000, ExaDigm is headquartered in Santa Ana, California, with operations around the globe. For more information, visit [www.exadigm.com](http://www.exadigm.com).

#### **About Feld Entertainment, Inc.**

Feld Entertainment, Inc., is the worldwide leader in producing and presenting live entertainment experiences that lift the human spirit and create indelible memories, with 25 million people in attendance at its shows each year. Feld Entertainment’s productions have appeared in 50 countries and on six continents to date and include Ringling Bros. and Barnum & Bailey<sup>®</sup> Circus, Disney On Ice<sup>SM</sup> and Disney Live! For information visit [www.feldentertainment.com](http://www.feldentertainment.com)