

SAINT PETERSBURG, Fla., Sept. 13, 2013 /PRNewswire/ -- International Display Advertising, Inc. (PINKSHEETS: IDAD) ("Display Ads") The Company reports that due to substantial progress accomplished with current dialogue culminating towards the signing of multiple Letter of Intent agreements with various parties, IDAD is now able to further delineate its 2013-2014 strategic sales and marketing plan directed at large restaurant and bar chains.

Firstly, during the fourth quarter of 2013 IDAD will finalize its agreement with Bamboo Beats Media while preparing for distribution of its Display Points Units throughout all of South Africa. In the beginning of 2014, IDAD will be concluding negotiations for marketing and distribution with a preeminent global advertising agency network with subsequent commencement of operations all across the UK and then into select markets within the European Union. This will be followed by Australia as the initial point of inception into the vast Asia-Pacific region. Negotiations are presently underway with a major distributor of spirits that will propel IDAD into Mexico

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Central America  
and  
South America  
. The expansion into  
Latin America

is anticipated to begin by the start of the third quarter of 2014.

The principal driving factor for IDAD will be agreements nearing completion between Display Points Domestic and a soon to be announced major media and entertainment conglomerate in the United States. It is this impending signing along with expressed interest from other leading US corporations that will validate and fuel excitement for the Display Points units internationally.

The DOOH global market place with annual revenues of over \$9 billion USD can be segmented as follows; The Americas with 33% of total global revenues, Asia-Pacific Region with 30%, Europe with 23% and Middle East

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Africa with 14%. Before the end of 2014 IDAD will have a market share in all four of the global regions

including synergies with Display Points Technologies that has access to the growing over \$2 Billion USD annual global DOOH market.

Dave Hazzard, President of International Display Advertising, Inc. stated, *"Due to the extensive ground work that IDAD has laid in recent months, we are now seeing results in the form of major contracts being signed for the universal distribution of our Display Points Table Top Units. As 2014 unfolds IDAD will truly have a global presence, with an active and increasing market share in the four major economic and geographic regions. IDAD can truly say that the sun never sets on our Display Points network!"*

**About the Company; International Display Advertising (IDAD)** owns the international rights to market, distribute and sell the proprietary interactive digital media of Display Points, an interactive digital media company that competes in the Digital-Out-Of-Home (DOOH). IDAD has also developed a location-based Internet advertising platform called Display Points Plus that allows restaurants and advertisers to coordinate efforts outside the venue. IDAD is focusing on engaging consumers with on table browsers/displays in destination locations like restaurants, bars, hotels, and other consumer venues, thus creating a place-based media platform. IDAD enables advertisers to access their target audience in venues where they are captive, out-of-home, and ready to spend money. Unlike web browsers with ad blockers, mobile devices with pull interactive ads, or TV with DVR, IDAD places "browsers" on restaurant tabletops and in consumer venues where ads cannot be blocked.

Within this IDAD offers advertisers a targeted and measurable consumer interactive media vehicle they can customize by market and venue to assure the most efficient buy. Consumers will be exposed to a combination of informational content (weather, news, sports scores, movie times etc.) restaurant promotions and menu offerings and advertising. IDAD provides advertisers all the benefits of online digital communication, the ability not just to deliver a static ad message, but also to engage their audience.

For further information regarding International Display Advertising, Inc., please contact our Investor Relations Line at: **(424) 278-4033**

Website: [www.intldisplayads.com](http://www.intldisplayads.com)

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