

For Immediate Release

Loop Analytics Appoints Robert F. Hussey as Chairman of the Board

OLDSMAR, Fla.—Loop Analytics, a leading provider of smart phone applications for developers and advertisers that provide end-to-end management and analytics, today announced that it has appointed Robert F. Hussey as Chairman of the Board, effective January 20th 2010.

Mr. Hussey has over 35 years of experience in the media, marketing services, and financial services sectors serving as chief executive officer and other corporate officer positions. In 1985, he founded POP Radio Corp, completed a NASDAQ IPO in 1986 and served as its President and CEO until the Company's 1991 sale to Heritage Media. Under Mr. Hussey's management, POP Radio became the country's largest site-based radio network broadcasting in over 15,000 chain food, drug and mass merchandise stores.

Since that time, Mr. Hussey has founded several private and public companies, while also working as a private investor devoting his extensive new-media and financial management expertise to the investment of personal capital. He advises such institutional investors as Argentum Capital Partners, the Burnham Hill Capital and Amphion Innovations, PLC on investment opportunities. Mr. Hussey sits on the Board of Directors of three (3) public companies.

Mr. Hussey has helped raise over \$100 million for approximately 10 companies in the media, marketing services, and financial services sectors. For the last two years he has worked as the Chief Restructuring Advisor to Digital Lightwave, Inc. (NASDAQ – DIGL) and the Chief Operating Officer of H. C. Wainwright & Co., a full service securities firm. In both situations, he was successful in using his executive management and leadership skills to help these two firms operate in highly competitive yet divergent industries during one of the worst business declines on record. He also assisted in restructuring over \$80 million of either lender, trade or real estate debt and prepared the firms for successful re-launch, merger, sale or other strategic options.

Mr. Hussey earned a BSBA in Management from Georgetown University, 1971 and an MBA in International Finance from George Washington University, 1973.

"We are very pleased to have Mr. Hussey assist us in our growth phase," stated John Dutchak, CEO of Loop Analytics. "His strategic vision and wealth of experience in new media, advertising and in the financial community will be a tremendous asset in leading the company forward."

Loop Analytics will be a sponsor/exhibitor at the ARF trade show in New York, March 22-24, 2010. Please visit us to learn more about Loop Analytics or visit our web site at www.loopanalytics.com.



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About Loop Analytics

Loop Analytics provides an analytics and content delivery platform for mobile applications used by developers, publishers, advertisers, agencies and brands, that provide end-to-end management and analytics of mobile applications deployed to smart phones such as iPhone, Android, Windows Mobile.

Loop Analytics provides a unilateral toolset to both providers and marketers that “closes” the loop between application usage, advertising consumption and advertising effectiveness.

Marketers and researchers can leverage Loop Analytics platform data and tools to understand consumer mobile advertising consumption, brand attitudes, on and offline behaviors and purchasing intentions.

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