

## **ZipCast: Advertising Reaches Another Milestone**

**HOUSTON--(BUSINESS WIRE)**— ZipCast, an industry leader in digital advertising, marks another milestone by entering into the Hispanic pharmacy market. Farmacia Remedios and ZipCast signed a deal to install 3-4 digital advertising screens in all Bay Area and Los Angeles locations.

### **Targeted Advertising. Demo-Specific reach.**

ZipCast will launch these commercial grade 42” plasma screens in strategic store locations such as in-store medical offices, Hispanic OTC and homeopathic areas. To maximize viewer retention and increase revenues, screens will broadcast medical educational videos, instructional guides and product advertising.

“The most impressive thing about ZipCast is the ability to put advertising directly at the point of decision. I wanted to move away from the less persuasive point of sale model. By placing these screens in strategic points of communication, digital advertising has a much stronger influence on people’s buying decisions,” said Ben Singer, Farmacia Remedios Founder and Vice President of Business Development.

Singer continues, “I am able to advertise specific products to a very targeted demographic at the exact time when customers are making buying decisions.”

### **Digital Advertising Goes One Step Further**

“Digital advertising is the new force to be reckoned with. Consumers and advertisers can not ignore this medium. As proven by our partnership with Farmacia Remedios, digital advertising infiltrates people’s lives like no other traditional media can,” said Guillermo Amtmann, ZipCast CEO.

“Farmacia Remedios is very excited about partnering with ZipCast to bring this new media to our stores. Not only will it increase in-store sales, but this is an excellent tool that addresses the needs of our underserved Hispanic consumers,” said Singer.

### **About ZipCast**

ZipCast is on the cutting edge of technology outpacing the competition in building a multi-cultural digital advertising network. ZipCast provides strategic advertising screen placements in restaurants, taxis, banks, supermarkets and other high-traffic locations. ZipCast enables clients to target and reach their customers, improve brand equity and increase ROI. Meanwhile, giving clients complete flexibility to manage campaigns and change creative. [www.zip-cast.com](http://www.zip-cast.com).

### **About Farmacia Remedios**

Founded in 2003, Farmacia Remedios is a California based retail store/pharmacy/health provider specializing in the Latino market. Farmacia Remedios gives customers an authentic shopping experience including accessibility to bilingual pharmacists, physicians and staff, and products traditionally found only in Mexico. [www.farmaciaremedios.com](http://www.farmaciaremedios.com).

### **Contacts:**

Jennifer Johnson  
ZipCast, LLC  
713-266-0021 x 106  
[jennifer.johnson@zip-cast.com](mailto:jennifer.johnson@zip-cast.com)

Ben Singer  
Farmacia Remedios, Inc.  
415-297-8402