

## **Cyberplex Inc. Proposes Acquisition of Burst Media Corporation for £0.12 per Share**

Wednesday, July 29, 2009

Proposed transaction valued at approximately \$16.5 million (USD) in cash; provides 81.3 percent premium to current trading price for Burst shareholders; Board of Directors of Burst rejects proposal.

TORONTO, ON. - July 29, 2009 - Cyberplex Inc. (TSX:CX) today announced that it affirms a proposal made to the Burst Media Corporation ("Burst") Board of Directors to acquire all the outstanding shares of Burst common stock for per share consideration of £0.12 in cash representing a total equity value of approximately \$16.5 million (USD). The proposal represents an 81.3 percent premium above the closing price of the last trading day of Burst common stock on July 23, 2009 on the AIM exchange. The Board of Directors of Burst rejected the proposal despite substantial support from Burst shareholders.

"We have a strong admiration for what Burst has been able to accomplish in terms of building a great brand in the CPM network space, as well as the development of strong publishing relationships against which growth can be accomplished," said Geoffrey Rotstein, president and chief executive officer of Cyberplex. "We believe that by combining Cyberplex's expertise in performance marketing with Burst's brand focused marketing solutions, we could deliver superior results for advertisers, optimize inventory for publishers and enhance value for our shareholders."

"Our proposal had the support of approximately 40% of Burst's shares, or approximately 56% when excluding shares held by management of Burst, yet we were unable to engage with the Board of Directors to further a potential transaction or to take the proposal to Burst's entire shareholder base," said Vernon Lobo, Chairman of Cyberplex. "Cyberplex is committed to working cooperatively with Burst management and its Board of Directors should they, along with Burst shareholders, continue to evaluate this proposal. It is our sincere hope that the Board of Directors will reconsider its position, as without their support Cyberplex does not intend to pursue a transaction."

### About Cyberplex

Cyberplex Inc. ([www.cyberplex.com](http://www.cyberplex.com)) is a leader in providing web advertising solutions, online customer acquisition strategies and technology development. The Company, through its subsidiaries, leverages its proprietary affiliate network, robust advertising relationships and experience, along with technology design, development and solutions specialists to develop and implement web-based programs and solutions that have a proven record in delivering results. Cyberplex serves clients across Canada and the US and is headquartered in Toronto, Canada.

This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval. Cyberplex reserves the right to withdraw any proposal referred to in this communication and not to make any further proposals at any time, in Cyberplex's sole and absolute discretion.

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**FORWARD LOOKING STATEMENTS:**

This news release may contain forward-looking statements that are based on management's current expectations and are subject to known and unknown uncertainties and risks, which could cause actual results to differ materially from those contemplated or implied by such forward-looking statements. Cyberplex is under no obligation to update any forward-looking statements contained herein should material facts change due to new information, future events or otherwise.

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