

FOR IMMEDIATE RELEASE

MEDIA ALERT

## Signposter.com Launches Outdoor Advertising with Online Service Developed by Infosys Technologies

*Online Portal Enables Small and Medium Sized Businesses to Easily Buy, Manage and Create Outdoor Advertising*

**London, UK – June 1, 2009:** Infosys Technologies has developed an interactive online portal for advertising service provider Signposter.com that will help small and medium sized businesses buy and manage outdoor advertising. This new service from Signposter.com, a subsidiary of global advertising, marketing and communication services giant WPP, is aimed at increasing Signposter.com's share of the outdoor advertising market.

Infosys developed a visually enhanced portal that enables companies to discover which billboard sites are available in their local area and also how much it will cost to place the advertisement. Until now only organisations with large budgets could afford to advertise on the most prominent or desired billboards, bus shelters or buses. Infosys' Global Delivery Model allows Signposter.com to not only accelerate the introduction of the new service, but also make the outdoor advertising market accessible to small and mid-size businesses.

Rob Brayshaw, CIO of [Signposter.com](http://Signposter.com), said: "It's time for local business to return to the high street to strengthen their presence and compete with larger players in the market. Infosys has been instrumental in developing our robust platform. We've been able to scale up our offering very quickly and be very agile in the way we do business."

"We are transforming the way [Signposter.com](http://Signposter.com) delivers advertising services to its customers, handing back the power to local businesses with simple tools to help create vivid, rich and memorable ads that rival some of the best advertising agencies," said Ilesh Patel, European Head, Energy, Utilities & Services, Infosys Technologies. "Advertising is becoming more targeted and niche, which provides opportunities for advertisers to reach their customers in their local communities, in an effective and impactful way and on a smaller budget. Through Signposter.com's exclusive online gateway, businesses will source the best poster site for their advertising campaigns, delivering maximum exposure for its brand."

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### **About Signposter.com**

[Signposter.com](http://Signposter.com) is a revolutionary new service designed to make outdoor advertising easy and accessible for all small businesses. Until now only big business budgets could afford to benefit from advertising on the best poster sites in any local area, but Signposter.com has levelled the playing field for everyone by making highly cost effective, impactful local advertising easy to plan and manage in just a few clicks.

### **About Infosys Technologies Ltd.**

Infosys (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. Infosys has over 104,000 employees in over 50 offices worldwide. Infosys is part

of the NASDAQ-100 Index and The Global Dow. For more information, visit [www.infosys.com](http://www.infosys.com).

**Infosys Technologies Ltd - Safe Harbor**

Statements in connection with this release may include forward-looking statements within the meaning of US Securities laws intended to qualify for the "safe harbor" under the Private Securities Litigation Reform Act. These forward-looking statements are subject to risks and uncertainties including those described in our SEC filings available at [www.sec.gov](http://www.sec.gov) including our Annual Report on Form 20-F for the year ended March 31, 2009 and other recent filings, and actual results may differ materially from those projected by forward-looking statements. We may make additional written and oral forward-looking statements but do not undertake and disclaim any obligation to update them.

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