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Product images available upon request

**For Immediate Release**

## **H.O.PENN-MACHINERY ANNOUNCES INCREASE IN COMMODITY SALES FOLLOWING INSTALLATION OF CHYTV DIGITAL SIGNAGE SOLUTION**

**Melville, NY, xx July 2007:** Chyron Corporation (OTC BB: CYRO) has today announced that H.O.Penn-Machinery, an innovative distributor of Caterpillar, the world's leading manufacturer of construction and mining equipment, has recently selected and deployed ChyTV Plus systems to enhance the customer service experience in its retail parts departments. ChyTV Plus delivers advanced video signage to the in store flat panel displays, giving digital signage and video information display where customers are most likely to be engaged.

Customers waiting to purchase or pick up parts can now view H.O. Penn's newly installed 37" flat screens displaying live televised broadcasts with a digital signage overlay. The implementation of ChyTV for digital signage enables customer awareness for an array of H.O. Penn products and services bringing the message to the customer when and where it matters most. H.O Penn has revealed that since introducing ChyTV to its customers, customer satisfaction and commodity sales have both increased.

Pete Ciamei, Advertising Manager, H.O Penn comments, "ChyTV's intuitive technology allows our company to be creative about its marketing message, products and services by keeping customers informed while in the parts department. ChyTV is easy to use with the ability to update templates on the fly, it provides us with an outstanding solution that meets all of our market requirements and we plan to deploy the system throughout the H.O. Penn chain of stores."



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“We are delighted to announce this sale of ChyTV to H.O. Penn. While increasing customer satisfaction and commodity sales, the system provides retailers and public service outlets to deliver concise messages to their clientele,” commented Vinny Biondolillo, Director of Sales Support for ChyTV.

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#### **About Chyron**

With unwavering clarity of vision, Chyron continues to define and dominate the world of broadcast graphics. Winner of numerous awards, including two Emmys, Chyron has proven itself as the undisputed leader in the industry. From the entry-level MicroX to the HD/SD-switchable HyperX<sup>2</sup> with Lyric PRO, Chyron’s exceptional product line brings unmatched, 2D and 3D graphics creation and performance to the most demanding studio and mobile operations. Rounding out Chyron’s graphics offerings are still and clip servers, channel branding and telestration systems, graphic asset management and XMP integration solutions and the award-winning WAPSTR mobile phone newsgathering application. The ChyTV product line leverages Chyron’s broadcast expertise with video graphics devices for microcasting and digital displays. Chyron holds a patent on technology that enables the integration of live television graphics data with a broad range of interactive media platforms and consumer electronics devices. With over 40 years of experience, Chyron has a unique history of service and support for its products that far exceeds that of most manufacturers. For more information about Chyron products and services, please visit the company websites at [www.chyron.com](http://www.chyron.com) and [www.chytv.com](http://www.chytv.com) (OTC BB:CYRO.OB).