

**EXTRACTX LTD. (formerly Tri-Media Integrated Marketing Solutions Inc.)
(the "Company")
LETTER OF TRANSMITTAL**

Relating to the change of name and consolidation of the common shares of the Company on a 19:1 basis (the "Consolidation").

The completed Letter of Transmittal, accompanied by the share certificate(s) of the Company should be personally delivered or forwarded by registered mail to Heritage Transfer Agency Inc., 200 Fairbank Avenue, Toronto, ON, M6B 4C5, Canada.

DO NOT FORWARD SHARE CERTIFICATES TO THE HEAD OFFICE OF THE COMPANY.

The undersigned hereby delivers to you the following share certificate(s) representing common shares of the Company which the undersigned has full power and authority to deposit, sell, assign, and transfer.

Certificate Number(s)	Name in which Registered	Number of Shares or other Securities (e.g., Debentures or Warrants) Deposited*

NAME AND NUMBER OF CERTIFICATES FOR COMMON SHARES OF EXTRACTX LTD.

You are requested and authorized to issue certificate(s) on the following basis, upon the Consolidation, namely for every nineteen (19) common shares of the Company shareholders shall receive one (1) common share of the Company.

Register to:	Number of Common Shares
Name: _____	
Address: _____	
Postal Code: _____	

(See instructions on reverse. Attach list if the space above is insufficient)

<p>B. DELIVERY</p> <p>Mail or make available for delivery certificate(s) representing common shares of ExtractX Ltd. as indicated in Box A above or as follows:</p> <p>Mail as follows: Name: _____ Address: _____ Postal Code: _____</p> <p>-or-</p> <p><input type="checkbox"/> Make available for pick-up at the office of Heritage Transfer Agency Inc., against a counter receipt</p>	<p>C. IMPORTANT: This box must be completed fully if the name in which any new common shares is to be issued differs from the name of the registered holder appearing on the existing certificate(s).</p> <p>Date: _____</p> <p>Signature: _____</p> <p>Signature Guaranteed by: _____</p>
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INSTRUCTIONS

1. Each registered holder of common shares of the Company desiring to receive a new share certificate(s) must deliver this Letter of Transmittal completed and signed, together with the certificate(s) of the Company referred to herein (and other relevant documents, if any) to Heritage Transfer Agency Inc. (The "Transfer Agent") at the office of the Transfer Agent set out in Instruction 7 below. The method of delivery of certificate(s) representing common shares is at the option of and risk of the holder of common shares and it is recommended such documents be delivered by hand to the Transfer Agent and a receipt obtained. If mail is used, registered mail, properly insured with acknowledgement of receipt requested, is suggested. Delivery will be affected only when documents are actually received by the Transfer Agent at the office set out below.
2. Each registered holder of common shares of the Company desiring to receive a new share certificate(s), must fill in the delivery instructions in Part B and sign and date this Letter of Transmittal. If Part B is not completed, the new share certificate(s) will be mailed to the shareholder at the shareholder's address recorded on the books of the Transfer Agent.
3. If no change in the name(s) of the registered holder(s) appearing on the existing share certificate(s) is desired but more than one new certificate is to be issued in that name, a holder should also fill out Part A of this Letter of Transmittal. Any registered holder who does not fill out Part A will receive one new certificate for each registration appearing on the existing certificate(s) of the Company delivered herewith and representing the aggregate number of shares represented by such certificate(s). No charge will be made for new replacement certificate.
4. A registered holder who wishes to have a certificate(s) registered in the name(s) of a person(s) other than the registered holder(s) must fill in Part C as well as Part A and B of the Letter of Transmittal and must endorse the existing certificate(s) delivered with this Letter of Transmittal. The signature(s) of the registered holder(s) must correspond in every aspect with the name(s) appearing on the face of such certificate(s). **Such signature(s) must be guaranteed by a member of the Stock Transfer Association Medallion (STAMP) Program.**
5. Where this Letter of Transmittal is executed on behalf of a corporation, partnership, or association or by an agent, executor, administrator, trustee, curator, guardian, or any person acting in a representative capacity, the Letter of Transmittal must be accompanied by evidence of authority to act that is satisfactory to the Transfer Agent.
6. In the event the consolidation would result in a shareholder of the Company holding a fraction of a share, a downward adjustment shall be made to the next whole common share.
7. Additional copies of the Letter of Transmittal may be obtained from the Transfer Agent at the office of the Transfer Agent specified below:

Heritage Transfer Agency Inc.
200 Fairbank Avenue,
Toronto, ON, M6B 4C5 Canada.
Attention: Stock Transfer Department

8. If a share certificate has been lost or destroyed, the Letter of Transmittal should be completed as fully as possible and forwarded to the Transfer Agent, as set out in Instruction 7 above, together with correspondence stating that the original certificate has been lost. The Transfer Agent will forward appropriate documentation to you respecting the lost or destroyed share certificates. Any questions should be directed to the Transfer Agent: telephone number (416) 364-9509; facsimile number (416) 365-5500 .