

**Contact Information**

Mike Norton  
Vice President  
mnorton@norton-outdoor.com

Norton Outdoor Advertising  
5280 Kennedy Avenue  
Cincinnati, Ohio 45213  
Phone (513) 631-4864



## press release

### Digital Billboards to Show Ohio Results Live

#### Outdoor Advertising Industry To Provide Results As They Happen

**Cincinnati, OH, February 28, 2008:** For the first time, Ohio residents will be able to see the results of the state primary as they happen, thanks to the latest technology in outdoor advertising.

Digital billboards across the state will provide real-time election results from the upcoming primary. As precincts begin reporting, the candidates receiving the most votes will have their names and vote percentages displayed on digital billboards.

Because digital billboards are changed electronically, the percentages and relative places of the candidates will be updated instantly. The digital billboards will run live throughout the evening.

"We are very excited to provide a valuable service to the people of Ohio during such a pivotal political race," said John Barnes, President of the Outdoor Advertising Association of Ohio. "This new technology lets us provide this important information as it happens to the hundreds of thousands of people who see these billboards."

The results are being provided as a public service to the people of Ohio by the advertising companies which own the digital billboards.

As soon as a winner is declared in each party's race, the digital billboards will display a message announcing the victorious candidate. Results will be provided by the Ohio Secretary of State's office and should be considered unofficial until certified by the Secretary of State after all ballots have been verified and counted.

Digital billboards will be running in the following cities:

- Cleveland
- Columbus
- Cincinnati
- Dayton
- Lima
- Toledo
- Akron
- Canton
- Youngstown
- Zanesville

For more information and interviews, contact: John E. Barnes, President, Outdoor Advertising Association of Ohio at 1-800-458-1410; Mike Norton, Vice President, Norton Outdoor Advertising, (513) 631-4864; or Rebecca Russ, Network Coordinator, Norton Outdoor Advertising, (513) 631-4864.

Attached is a sample of the template to be shown on the digital billboards.

*\* NortonHD Outdoor Network locations: two back-to-back displays at I-75 near Ludlow Avenue; one display at I-71 near Florence Avenue, facing South; one display at I-275 near Mosteller, facing West.*

##

Clinton

23%

Obama

23%



Huckabee

23%

McCain

23%

A black and white profile photograph of Hillary Clinton, smiling and looking to the right. She is wearing a dark jacket and a pearl necklace.

Hillary  
**Clinton**  
53%

A circular badge with a red top half and a blue bottom half, separated by a white horizontal band. The top half contains five white stars. The white band contains the text "OHIO PRIMARY" in bold black letters. The blue bottom half contains the word "Winners" in a yellow, italicized serif font.

★ ★ ★ ★ ★  
**OHIO  
PRIMARY**  
*Winners*

A black and white profile photograph of John McCain, smiling and looking to the right. He is wearing a dark suit jacket, a white shirt, and a patterned tie.

John  
**McCain**  
56%

# NORTONHD NETWORK LOCATIONS

- I-75 North of Ludlow Viaduct, facing South  
From Northern Kentucky and downtown Cincinnati en route to Norwood Lateral or the northern suburbs. *I-75 is the most heavily traveled highway in the Greater Cincinnati area.*

**24 Hour D.E.C.** 106,792 **Adjusted D.E.C.\*** 35,597

- I-75 North of Ludlow Viaduct, facing North  
Long, unobstructed approach to southbound travelers en route to downtown Cincinnati and Northern Kentucky. *I-75 is the most heavily traveled highway in the Greater Cincinnati area.*

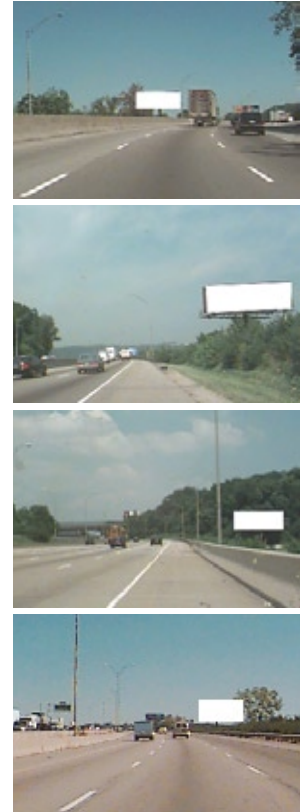
**24 Hour D.E.C.** 106,792 **Adjusted D.E.C.\*** 35,597

- I-71 North of Florence Avenue, facing South  
Outbound traffic from downtown Cincinnati toward the affluent neighborhoods of Montgomery, Kenwood, Blue Ash, Indian Hill and Hyde Park.

**24 Hour D.E.C.** 99,030 **Adjusted D.E.C.\*** 49,515

- I-275 East of Mosteller Road, facing West  
Offers long read to eastbound motorists en route from I-75 or the North and Northwest suburbs to the Northeast suburbs and I-71, *among the most heavily traveled sections of roadway in the Tri-State area.*

**24 Hour D.E.C.** 87,596 **Adjusted D.E.C.\*** 43,798



\* Adjusted D.E.C. (Daily Effective Circulation) indicates that at least two (2) advertising spots may be viewed during each approach to a NortonHD display.

