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## press release

### Norton Outdoor Advertising Pays Tribute to Matt Maupin

**Cincinnati, OH, April 25, 2008:** Norton Outdoor Advertising is joining numerous organizations throughout the tri-state this weekend by paying tribute to local fallen hero Matt Maupin.

The Norton Matt Maupin tribute design will be running on the NortonHD Outdoor Network from Friday, April 25 through Sunday, April 27.

"Norton Outdoor Advertising joins the entire greater Cincinnati community in expressing our condolences to the Maupin family and the families of all fallen heroes who have died in the service of our country," said Chairman and CEO Tom Norton.



Maupin Tribute Artwork for the NortonHD Outdoor Network

The NortonHD Outdoor Network\* consists of four 14' x 48' LED billboards, strategically placed throughout the greater Cincinnati area, creating 400,211 advertising impressions daily. The NortonHD Outdoor Network officially launched in late December 2006.

Any media inquiries can be directed to Mike Norton at Norton Outdoor Advertising.

*\* 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.*

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