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press release

Norton Outdoor Participating in "Recession 101" Campaign

Cincinnati, OH, May 8, 2009: As a member of the Outdoor Advertising Association of America (OAAA), Norton Outdoor Advertising has provided space on its network of four 14'x48' digital billboards throughout the market in support of the "Recession 101" campaign.

The "Recession 101" campaign is the brainchild of Charlie Robb of the Port Saint Lucie, Florida-based Charchin Creative agency. An anonymous donor contacted the agency to create a campaign focusing on Americans see past the current economic downturn by reminding them of things that make this country great.

The light-hearted creatives are part of a national movement by the OAAA to spread the campaign's positive message.

Creative executions can be found on pages 2 through 4 of this press release.

* 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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Recession 101:

Experience and talent
are recession-proof assets.

Recession 101:

Bill Gates started Microsoft
in a recession.

Recession 101:

Chill.
(Hysteria feeds recessions.)

Recession 101:

Interesting fact about recessions...they end.

Recession 101:

Stop obsessing about the economy; you're scaring the children.

Recession 101:

This will end long before those who caused it are paroled.

Recession 101:

Nobody can repossess
your future.

Recession 101:

Self worth beats net worth.

Recession 101:

It's a test not a final.