

EMBARGOED UNTIL June 3, 2008 11:00a EDT



Norton Outdoor Advertising Joins Outdoor Advertising AMBER Alert Initiative to Assist in Search for Missing Children

Cincinnati, Ohio – Norton Outdoor Advertising today tested a new initiative to distribute AMBER Alerts™ on its digital billboards as part of an effort from the Outdoor Advertising Association of America (OAAA) to aid in the recovery of abducted children. OAAA is partnering with the National Center for Missing & Exploited Children (NCMEC) as a secondary AMBER Alert distributor. The Alerts will be displayed on digital billboards in markets across the United States, including Cincinnati.

“Digital billboards are on the cutting edge of outdoor advertising technology and are uniquely suited to purposes like AMBER Alerts,” said Nancy Fletcher, OAAA’s president and CEO. “We are proud to partner with Norton and NCMEC to use this valuable technology to support this vital cause.”

The new initiative enhances the overall goal of the AMBER Alert program – to notify as many people as possible about a recent child abduction, and to provide information which can help in the search for the abducted child, suspected abductor, and/or suspected vehicle and in the safe return of the child. AMBER Alerts will be distributed to the more than 800 digital billboards nationwide, including 4 Norton boards in Cincinnati.

“We are proud to be able to use our technology to help in this noble cause, and help the community during its hour of greatest need,” said Mike Norton, Vice President of Norton Outdoor Advertising. “We hope we never have to use this system, but if we do, we’re ready.”

The AMBER Alert Program, operated by the U.S. Department of Justice, was founded in 1997 and named in honor of Amber Hagerman, a 9-year-old who was abducted and murdered in Arlington, TX in 1996. Since the program’s inception, AMBER Alerts have been credited with the successful recovery of more than 399 children.

“The success of the AMBER Alert program is directly related to people’s willingness to get involved, which is invaluable,” said John Kelly, Chairman of NCMEC’s Board of Directors. “OAAA’s digital technology will allow thousands more to join the search and aid in the rescue and recovery of these children.”

For more information about the Outdoor Advertising AMBER Alert program, contact Mike Norton at (513) 631-4864 or the OAAA at (202) 833-5566.

###

The NortonHD Outdoor Network consists of (4) 14' X 48' LED displays, which are networked together to run advertising and/or public service content simultaneously. There are 6 different advertisers at any given time. These advertisers may populate their "playlist" with multiple designs, scheduled to run either in rotation, or at specified times of a given day, week, month, etc. The designs in an advertiser's playlist may be changed within minutes.

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.

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.*

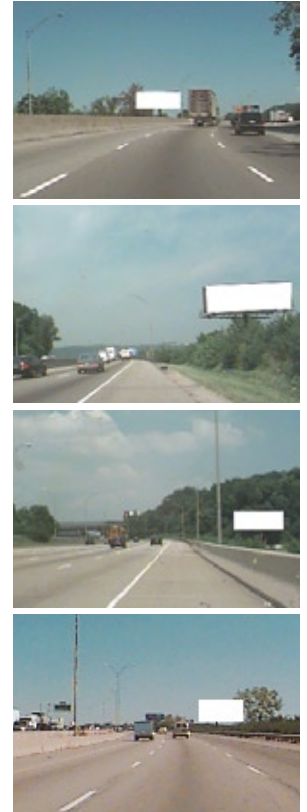
24 Hour D.E.C. 106,792 **Adjusted D.E.C.*** 35,597

- 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.

