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News Release

NORTON OUTDOOR ADDS NEW DIGITAL BILLBOARD

Cincinnati, OH, December 16, 2009 – Norton Outdoor Advertising is proud to announce the addition of a fifth digital billboard to the NortonHD Outdoor Network.

This newest installation is located on I-71, just north of Smith Road, facing southbound traffic. This interstate location provides excellent coverage to commuters heading to the popular Rookwood shopping area, downtown, and to Northern Kentucky. The sign is approximately 14' tall by 48' wide and presents a 19mm pixel pitch.

Mike Norton, Vice President, notes:

“This new display is the perfect addition to our network of digital outdoor displays. The location is perfect, as it reaches traffic on southbound I-71, adjacent to Rookwood Commons, which is a mecca for shopping and dining.”

“With this new addition we can now offer digital displays reaching north and southbound traffic on both I-75 and I-71, along with our outstanding display on I-275. This new display is the most advanced digital outdoor display in the Cincinnati area. It has more LED's per square foot than any other digital outdoor display in the market, resulting in a crisper image, and it was calibrated using state of the art measurement equipment to ensure brightness and color consistency across the entire display.”

Manufacturing this display is Watchfire Signs, headquartered in Danville, Illinois.

Norton Outdoor Advertising is Cincinnati's family owned and operated outdoor advertising company. In business since 1949, Norton offers more than 900 boards in the market to satisfy your advertising plan, including 8-sheets, 30-sheets, bulletins, trivisions and a network of digital displays. For more information, visit www.norton-outdoor.com

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