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## press release

### Norton Outdoor Advertising Pays Tribute to 9/11 Tragedy

**Cincinnati, OH, September 11, 2007:** When it came to thinking of a way to pay tribute to the heroism of the 9/11 tragedy, for Norton Outdoor Advertising, it was a “no brainer.”

“We at Norton Outdoor Advertising display our poignant message to urge all Americans to never forget the fateful day of 9/11/01 and that terrorism is a very real evil in the world,” said Tom Norton, Chairman and CEO.

The Norton 9/11 tribute has been running on the NortonHD Outdoor Network since last Thursday and the response from the public has been positive, as demonstrated by numerous phone calls to Norton supporting the advertisement.

“Our thoughts and prayers will always be with those affected by the terrible events of September 11, 2001. This is our way of solemn remembrance. It is comforting to know that so many people share in this sentiment,” added Vice-President Mike Norton.

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

Any media inquiries can be directed to Mike Norton at Norton Outdoor Advertising.  
High-resolution photo available on request.

*\* 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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9-11 Tribute on the NortonHD Outdoor Network  
Photo credit: Norton Outdoor Advertising