

Contact Information

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press release

Norton Outdoor Advertising Giving Away iPhone™!

Cincinnati, OH, September 4, 2007: Norton Outdoor Advertising is at it again! In a testament to the power of digital outdoor advertising, Norton will be giving away an Apple® iPhone™, the summer's hottest tech toy, to one randomly-selected person who texts the correct keyword to 78247*. The keyword will be displayed as a rotating 8-second advertisement on the NortonHD Outdoor Network,** beginning September 4, 2007 at 12:01a.m. and will run through September 14, 2007 at 11:59p.m.



The contest is limited to one text per mobile phone number; duplicate texts from the same mobile number will be eliminated. Norton is not responsible for charges incurred by telephone carriers for text messages. Complete giveaway rules and regulations are available online at www.norton-outdoor.com.

The NortonHD Outdoor Network consists of four LED digital billboards, each measuring 14' x 48'; the displays are products of the well-known Young Electronic Sign Company of Logan, Utah. The NortonHD Outdoor Network officially launched in January 2007.

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

** Norton Outdoor Advertising and the Norton Outdoor Advertising Mobile Phone Giveaway is an independent organization and has not been authorized, sponsored, or otherwise approved by Apple Inc.*

*** 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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