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## press release

### Welcome to the Norton**HD** Outdoor Network

#### It's the OUTDOOR**NET**

**Cincinnati, OH, December 28, 2006:** It has arrived. The much-anticipated NortonHD Outdoor Digital Network has gone "live" in Cincinnati.

Norton Outdoor Advertising, a 57-year-old Cincinnati family-owned and operated company, began its vision to deploy these cutting-edge, digital displays more than 10 years ago, and today that vision is realized.



"It has long been my vision to be able to offer our clients the opportunity to communicate with their customers and prospects with Light Emitting Diode (LED) displays," said Chairman and CEO Tom Norton. "These HD displays allow Norton to communicate advertisers' messages directly to our LED billboards."

The NortonHD Outdoor Network consists of four LED digital billboards, each measuring 14 feet by 48 feet. The displays are products of the well-known Young Electronic Sign Company of Logan, Utah.

"When we analyzed the state of the art of the manufacturing of LED displays, we opted to purchase units that, much like TV screens, had higher pixel density than has been offered previously in our industry," added President Dan Norton.

"In addition to the fact that these are excellent displays, each with long viewing approach, the real value of the Norton HD Outdoor Network is in its agility," Norton Vice President Mike Norton said. "Our advertisers will have the opportunity to run several designs in any given day or day part, and change designs almost instantly. They will be able to not only react to market conditions, they can create them. This is arguably the most responsive mass medium available."

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

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