

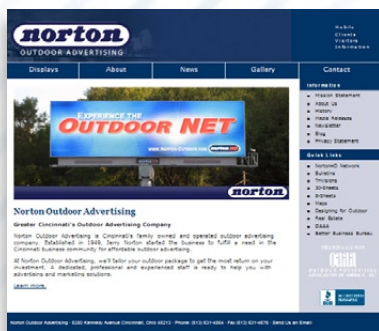
Helping to Aid in Recovery

Cincinnati, Ohio -- Norton Outdoor Advertising recently 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) and its member companies to aid in the recovery of abducted children. The OAAA is partnering with the National Center for Missing and Exploited Children (NCMEC) as a secondary Amber Alert distributor. In the event of an emergency, the alerts will be displayed on digital billboards of voluntarily participating markets across the country, including Cincinnati.



NortonHD Outdoor Network Amber Alert Test Design

The Amber Alert test was conducted on Tuesday, June 3rd in all participating markets around the country. The Amber Alert™ “test” design (see graphic on right) was live on the Norton HD Outdoor Network from 11:45 to 11:50am EST.



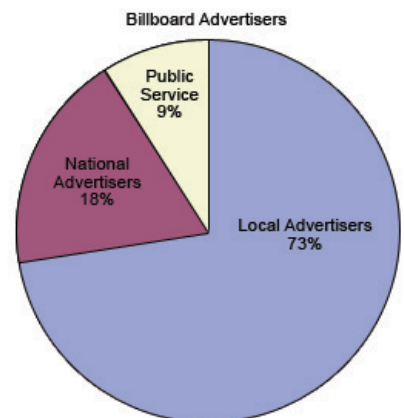
Check out our new website!
www.norton-outdoor.com

Why Billboards Fit Into Our Community: A Special Report from the OAAA

Washington, DC -- These excerpts from the Outdoor Advertising Association of America (OAAA) explains why billboards are accepted and why they're important to local economies.

What Does the Public Say? The public supports *regulation* of outdoor advertising, not *elimination*, says an analysis of dozens of opinion polls conducted over 3 decades. Likewise, the public accepts digital billboards as a “cool way to advertise.”

Economic Impact Thousands of local businesses use billboards and benefit from outdoor advertising. In 2006, 73% of billboard messages nationwide promoted local advertisers and over 85% of Norton clients are local. Additionally, tens of thousands of landowners nationwide benefit from lease payments for billboards located on their property.



Source: www.OAAA.org

Useful Information Every year, hundreds of thousands of tourists are directed to food or lodging by highway billboards. Consumers learn about special sales & promotions from this mass media when they are more likely to buy. Even more consumers learn about new products or services through billboard advertising.

Immediate Harm if Billboards Lost Three out of four business owners using billboards say they'd lose sales if they lost their billboards. Of those who expected losses, they estimated decreased sales of 18 percent.

Billboards Help Communities In addition to Amber Alerts™, digital billboards are an exciting new tool for law enforcement, including use by the FBI and other police agencies. During incidents such as the Minnesota Bridge Collapse, digital billboards were key in alerting and updating commuters.

Norton spotlight

Tom Hess, Vice President of National Sales, recently celebrated his 25th anniversary with Norton Outdoor.

After receiving his degree from the University of Cincinnati in 1982, Tom joined the Norton team in 1983, working in local sales with area advertising agencies and direct clients. He was named National Sales Manager in 2001 and was named Vice President of Sales in 2003.

A lifelong resident of Cincinnati's Western Hills, Tom and his wife Terri have two sons, Tommy and Eric.



“Over the past 25 years it has been pleasure to work with various clients and the entire Norton Outdoor staff.”