



ADCENTRICITY EXPANDS NETWORK ROSTER

Partner Expansion Offers More Opportunity for Advertisers to Reach Consumers On-the-Go

New York, August 24, 2009 – ADCENTRICITY, North America’s largest aggregator and award winning strategists for digital out-of-home (DOOH) media, today announced several new network partnerships that will expand the company’s ability to help advertisers effectively reach more consumers on-the-go, in the places they frequent most. The expansion includes networks focused on entertainment, public transportation, shopping and more.

The DOOH space has continued to increase in popularity, with a number of major brands like Verizon Wireless, Bank of America, Toyota and Samsung leveraging the medium within their marketing plans. In August, Arbitron reported that approximately 155 million (67 percent of) U.S. residents aged 18 or older have seen a DOOH display, in the past month. Digital video screens in retail locations alone (including grocery stores, large retailer/department stores, drug stores, shopping malls or convenience stores) reach more than 123 million (53 percent of) American adults in an average month.

Additions to Adcentricity’s AdVenue platform include:

- **Affinity Group** – This network has screens in the various terminals of the busy New Jersey/Manhattan ferry service.
- **American Digital Signage** – A DOOH network at the checkout lanes in several hundred grocery stores across the U.S., with concentrations in the Northeast and Midwest states.
- **Eye Candy Digital Signage** – Across the southeast Eye Candy features screens in a variety of venues including C-store, restaurant, and restaurant/bar & nightclub venue categories.
- **Redstone Media Group’s PAL TV** – An in-store TV network designed specifically for pet retail locations featuring a variety of professionally produced edu-tainment and advertising content, which runs on large LCD screens in HD format.
- **The Sports Retail Networks’ Golf Network** – DOOH network in golf stores at courses and golf retailers nationwide. Screens are located in highly visible locations near the point of sale. Programming consists of anything golf-related or golf lifestyle-related, primarily reaching men aged 25-64.

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“Our platform gives advertisers and marketers an easy and effective way to plan DOOH campaigns based on business objectives and goals while targeting consumers by region, venue type and specific demographic information, all supported by a team of experts in the medium,” said Rob Gorrie, CEO of ADCENTRICITY. “The addition of these networks helps us to continue to offer more options for advertisers to reach their key demographics and further enhance their targetability.”

ADCENTRICITY recently announced Research Lite, a new extended service that includes pre-packaged and customized research studies to measure DOOH campaigns in any North American market. With this turn-key solution, only available from ADCENTRICITY, advertisers can take advantage of narrow focus campaign research around the medium and use it to gain deeper insight on the efficacy of the initiative or to evaluate campaign ROI and test programs. ADCENTRICITY is also a member of the Out-of-Home Video Advertising Bureau, The ARF and POPAI and recently won an award for best local campaign given by MediaPost.

ABOUT ADCENTRICITY

ADCENTRICITY eases the pain and complexity of the buying and planning process of digital out-of-home media by providing a strategic and holistic solution to media agencies and brands. As award winning, digital out-of-home media strategists, ADCENTRICITY provides a high-touch service supported by an advanced media platform and in-depth supporting research. Our capabilities enable complex hyper-targeting to deliver advertiser messages only to the venues and screens that meet the target audience profile and campaign objectives, effectively and efficiently.

ADCENTRICITY delivers effective advertising campaigns over 80 network partners, more than 150,000 screens and provides 275 million monthly impressions in locations such as, universities, transit, sports arenas, convenience stores, restaurants / bars, gas stations, office buildings, ATMs, grocery stores and more, ADCENTRICITY drives efficiencies with its “One plan. One buy. One bill.” approach.

For more information visit: www.adcentricity.com.

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