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OBN Expands Network under Agreement with Roadside TV Network

The **Outdoor Broadcast Network** has added three more markets to its national network, allowing OBN to now deliver a total of more than 6 million weekly impressions.

OBN has a new affiliate agreement with **Roadside TV Network**, Burlington, Ont., which owns video boards located in Hamilton, Cambridge and Niagara Falls, Ont.. OBN now has the right to offer the Roadside TV video boards to its national clients who are seeking extended reach.

Hamilton is Canada's ninth largest city with per capita income above the national average. The video board here is strategically located at Main St. West and Dundurn, the most heavily travelled intersection in the region.

The greater tri-city area of Cambridge, Kitchener and Waterloo has a combined population of half a million. Known as Canada's Technology Triangle, Cambridge's economy and employment stats are double the Ontario average. RoadSide's video board is located at Highways 8 and 24 (Delta Intersection), one of the most heavily travelled intersections in the Waterloo Region.

Niagara Falls attracts 21 million visitors annually, offering such attractions as **Maid of the Mist**, **Niagara Parks**, **IMAX Theatre**, and the **Niagara Fallsview Casino Resort**. The video board in this market is strategically positioned atop the famous Clifton Hill, just one block from the Falls and the popular Queen Victoria Park.

These locations in Southern Ontario complement OBN's growing national network of video boards in Toronto, Vancouver and Edmonton.