



OUTDOOR BROADCAST NETWORK October 12, 2006 NEW DOWNTOWN TORONTO VIDEO BOARD LAUNCHED AT BAY-DUNDAS

(TORONTO: October 12, 2006) – OBN has launched a new video board location in downtown Toronto, crowning the entrance to the just opened Canadian Tire and Ryerson School of Business on the southeast corner of Bay Street and Dundas Street West.

The video board is easily seen by southbound traffic on Bay and eastbound traffic on Dundas. The large 18 foot x 11 foot high video board reaches 323,000 people weekly. OBN now has a weekly audience of over 6.8 million through its national network of 13 video board locations in Toronto, Vancouver, Edmonton, Winnipeg, Hamilton, Cambridge and Niagara Falls.

Development of the Bay-Dundas area is rapidly changing with the new university and retail locations, for major retailers Best Buy and Canadian Tire, and condo developments on the west side of Bay Street. This busy area of the city includes the Toronto Eaton Centre, Yonge-Dundas Square, the Atrium on Bay shopping and business centre, various entertainment clubs, theatres, bars and restaurants, all within blocks of this new video board location.

Outdoor Broadcast Network (OBN), is a national media company that markets the largest network of LED video boards in Canada as well as several specialized out-of-home media venues. OBN provides marketers with unique advertising solutions by leveraging technology that enables them to engage their viewers. The OBN national network currently includes Toronto, Vancouver, Edmonton, Winnipeg, Hamilton, Cambridge, Niagara Falls, and delivers a weekly audience of over 6.8 million.

-30-

For more information, please contact:

Peter Irwin at pirwin@obn.ca 416-487-5677 ext 272 or go to www.obn.ca