



**GREATOUTDOORNETWORK**  
*The B2B Network for Outdoor Advertising*

March 2007



The Outdoor Broadcast Network has added Calgary to its national sales network, expanding its national reach to 7.6 million weekly. The two-sided video board is located on MacLeod Trail, Calgary's busiest non-freeway roadway in the city, and is the only video board on MacLeod Trail. It is located at the corner of 36th Avenue SE and MacLeod Trail SE, just minutes away from the Calgary Pengrowth Saddledome, home of the Calgary Stampede. This high traffic area delivers a weekly audience of approximately 868,000 per week.

The OBN national network currently includes Vancouver, Edmonton, Calgary, Winnipeg, Toronto, Hamilton, Niagara Falls and Cambridge. The addition of Calgary marks the continued growth of the affiliate relationship with Highpoint Media of Edmonton, Alberta.