



(TORONTO: June 11, 2007) – When temperatures in southern Ontario exceed 20 degrees Celcius this summer and people are primed to want a cool beverage, a video board ad campaign for California’s Leaping Horse wines is programmed to display an ad for their cool, white Chardonnay wine.

OBN’s technology allows OBN to program weather triggers into this video board campaign so that creative will change from Leaping Horse’s Merlot red wine (when the temperature is under 20C) to Chardonnay when it gets above 20C. This provides Lifford Wine Agency (the wine agent for Leaping Horse in the province of Ontario) with a terrific way to target consumers when they may be more receptive to one wine choice over another.

"OBN has been very innovative in helping us develop a campaign that puts our fine wines in a relevant environment," says Steven Campbell, Grand Fromage (really!) at Lifford Wine Agency.

The campaign starts in mid June and will run in Toronto, Hamilton and Cambridge.

Production was handled in-house by OBN who took static OOH ads and created full motion video spots.

**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 video board network currently includes Vancouver, Edmonton, Calgary, Winnipeg, Toronto, Hamilton, Niagara Falls and Cambridge and delivers a weekly audience of over 8.4 million.