



July 4, 2007

## ***Outdoor Broadcast Network buys Lightvision Media Network***

Toronto-based out-of-home media company **Outdoor Broadcast Network** has acquired **Lightvision Media Network** of Vancouver. No financial details are available. With the purchase, Outdoor Broadcast Network now operates 30 video boards nationally reaching approximately 13 million people per week. According to the company, this inventory represents 70% of the video boards in Canada. "Video boards have proven to be one of the fastest growing new advertising mediums in the country by enabling innovative and effective campaigns," said company president Peter Irwin. "We feel that the acquisition of Lightvision, with its strong presence in western Canada, is an excellent complement to the existing OBN network and provides the opportunity for us to make it easier for our clients to buy advertising on video boards."