



OUTDOOR BROADCAST
NETWORK

Digital OOH ties in with mobile components for exclusive offer

FOR IMMEDIATE RELEASE

(TORONTO: March 19, 2009) - In a unique and creative partnership between large format out of home and mobile texting, Outdoor Broadcast Network has launched a new campaign in Greater Toronto that will provide tracking data for digital out of home while providing consumers with an exclusive offer for free video rentals.

The dynamic creative on the video boards invites viewers to text a key word to a mobile short code. Seconds later, they receive a text back with an exclusive promo code they can use to redeem at the Zip.ca website, offering them a 30-day free trial for movie rentals delivered to their door by Zip.ca.

Zip.ca provides DVD rentals delivered to your door for a monthly membership fee. Zip.ca is the Canadian answer to the well-known American service, Netflix. Originally launched in 2004 in Ottawa, zip.ca now runs several highly automated distribution centers in Calgary, Vancouver, Ottawa, and Toronto.

"This is our first large scale offline media launch in the Toronto market, and we are very excited about growing this market and about using outdoor digital media to create awareness," says CEO of Zip.ca Curt Millar. "We have worked closely with OBN on this dynamic campaign and they have made every part of the experience enjoyable. We look forward to building on this partnership."

The target audience reaches across all age groups including young starters (24 to 35, tech savvy, starting their careers and families), midlife families (36 to 49, living their lives, working, looking for family time activities), boomers (50+) and movie geeks (love movies, want lots of selection).

Jambo Mobile is the company providing the technical components for the sms program.

The campaign runs until April 26th.

About Zip.ca: Zip.ca (www.zip.ca) is the best way to rent DVDs in Canada. Zip.ca offers the most extensive DVD library (over 72,000 titles and growing), and provides members with 24/7 online convenience for creating and managing their own personal ZipLists of must-see movies, television shows, music videos and other video selections. With a variety of low-priced monthly membership plans, Zip.ca provides the best value and convenience in DVD rentals - with no deadlines, no late fees and no hassles. Zip.ca is part of the Momentous.ca family of online enterprises, providing customers with high-quality high-value online services.

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About Outdoor Broadcast Network:

OBN is the only national network of Video Boards in Canada and also offers several specialized out-of-home media venues. OBN provides marketers with innovative advertising solutions by leveraging technology that enables them to engage their viewers. The OBN national network delivers a weekly audience of over 11 million across the markets of Vancouver, Victoria, Chilliwack, Edmonton, Calgary, Winnipeg, Windsor, Niagara Falls, Cambridge, Hamilton, Saint John, Halifax and Toronto. OBN is a member of CODA (Canadian Out-of-home Digital Association), COMB (Canadian Out-of-home Measurement Bureau) and OMAC (Out-of-home Marketing Association of Canada).

MEDIA CONTACT:

Peter Irwin, President, OBN 416-487-5677 x272