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Astral Media Outdoor Rolls Out its New Digital Network in Style

(Montreal, February 10, 2009) - Astral Media Outdoor (AMO), one of Canada's leading outdoor advertising companies, invited the advertising community to the Bell Centre today for the unveiling of its new Digital outdoor advertising network, the first of its kind in Canada.

Installation of the network of ten exceptional faces in the Montreal area will begin in April. These spectacular sites, measuring 14 feet high by 48 feet wide, are unique in that they feature LED (light-emitting diode) lighting, an advanced technology that gives them outstanding readability, day or night.

The new Digital Network will offer advertisers several unique features that will generate enhanced creative content and redefine the way outdoor advertising is used:

- Flexible, instantaneous displays which allow advertisers to modify or change concepts at will, e.g., by adapting them for the time of day or week, for an event or to geographical factors.
- A state-of-the-art image thanks to LED displays, capable of reproducing millions of colours in high resolution.

In addition to being innovative and technologically advanced the new Digital Network can display advertising in rotation 24 hours a day, while eliminating the cost of printing paper or vinyl as well as installation costs.

"The creation of this new network is a spectacular application of technology to outdoor advertising, and confirms AMO's leadership in Canada when it comes to innovation and creativity," notes Astral Media Outdoor President Luc Sabbatini. "For the first time, we are building an outdoor digital network that incorporates state of the art technology managed remotely from our ultramodern control and broadcast centre."

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Road safety foremost

The specifications and usage of the new Digital Network comply with regulations set out in legislation that regulates billboards along certain arteries in an effort to minimize possible impact on the safety of road system users. For example, in designing the system AMO received assistance from the Quebec Ministry of Transport in choosing site locations. AMO and the Ministry also reached an agreement on using the new media to issue road safety advisories and, in exceptional cases, emergency messages aimed at motorists and Amber alerts for missing children.

Technology drives innovation

The implementation of the Digital Network represents AMO's latest innovation in outdoor display advertising. It will serve as an exciting complement to the company's AEROTV network, a unique television information and entertainment network with Bluetooth applications available in both the Montreal and Quebec airports. As well, the company has developed touchless interactive screens, found in airport VIP lounges.

Another Astral Media Outdoor exclusive: a new network for BIXI

AMO used this event as an opportunity to launch another brand new advertising network in conjunction with BIXI, the self-serve bicycle service that will start operating in Montreal this spring. Close to 300 stations will be set up around the city to house the fleet of 3,000 BIXI bikes. Most of the stations will have an information display with a map of neighbouring stations, as well as an ad face for which AMO has obtained exclusive advertising sales rights.

Astral Media Outdoor

Astral Media Outdoor is one of Canada's leading outdoor advertising companies. Founded in 1987, it has continually impressed consumers and advertisers alike with its boundless creativity and product innovation. With an unparalleled outdoor and indoor network, **Astral Media Outdoor** offers clients close to 8,000 strategically placed advertising faces in key markets in Québec and Ontario. With a strong commitment to environmental protection, the company has also embarked on a series of GREEN AND CLEAN initiatives in order to minimize the impact of its products on our environment.

Astral Media is a leading Canadian media company, active in specialty and pay television, radio, outdoor advertising and interactive media. Astral Media's solid and dynamic presence in the country's major markets rests on its commitment to offer a unique combination of high-quality, targeted media for all its audiences.

For more information about Astral Media Outdoor, please visit astralmediaoutdoor.com.

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