

# Big Ideas

come naturally to the

# Outdoor Industry



**Lamar has been Green for over a hundred years.**

Now we can behave that way...

### **Leading by Example**

As one of the largest and most visionary outdoor companies in America, Lamar Outdoor Advertising is leading the charge toward environmentally conscious out-of-home advertising. Working closely with our suppliers, we have taken bold steps to drive the development of a new generation of recyclable printing substrates and high-efficiency lighting systems that will change the nature of Outdoor. We've always been highly visible; now we can be highly sustainable, too.

### **POSTERFlex™**

Launched in 2006, and with over 1.5 million square feet already posted, PosterFlex is the industry's first 100% recyclable printing substrate. PosterFlex is 100% polyethylene, recyclable anywhere, and every year, can replace over 1400 tons of non-recyclable poster paper at Lamar alone, and over 3000 tons industry-wide. All of Lamar's 60,000 poster structures are fully compatible with PosterFlex, and by 2010 we expect a full industry transition to this or similar materials. But our progress doesn't stop with posters...

### **flexiLite™**

FlexiLite is Lamar's answer to laminated PVC for billboards. Just like PosterFlex, FlexiLite is 100% polyethylene and completely recyclable. Just within Lamar, we expect FlexiLite to eventually replace 90 million square feet of non-recyclable PVC billboards every year. And since both PosterFlex and FlexiLite are 1/3 the mass of PVC products, fuel used for transportation is reduced by over 65%. We fully expect FlexiLite or other similar materials to become the new worldwide industry standard for billboards.

### **AdVue Lighting Fixtures**

It's the new shape of light. Lamar is phasing out its old 4-lamp arrays in favor of AdVue's innovative new 2-lamp design, where computers helped rearrange reflectors and prisms to illuminate the same area with half the bulbs, cutting energy use by 50%, to 800 watts. Do the math. We did, and are wasting no time. Every new structure is now AdVue-equipped, and conversion of existing structures is already underway, with over 2600 structures to be converted in 2007. Lamar owns over 30,000 4-lamp structures, so full conversion will take time, but as always, we're moving full speed ahead.