

## Outdoor Advertising Embraces Environmental Stewardship!

The outdoor industry has developed a new generation of materials and lighting, to reduce its impact on the environment and lead the way to more environmentally friendly materials and practices.



*“Outdoor has always been highly visible; now it’s becoming highly sustainable.”*

### New materials replace PVC billboards and glue-on paper posters!!

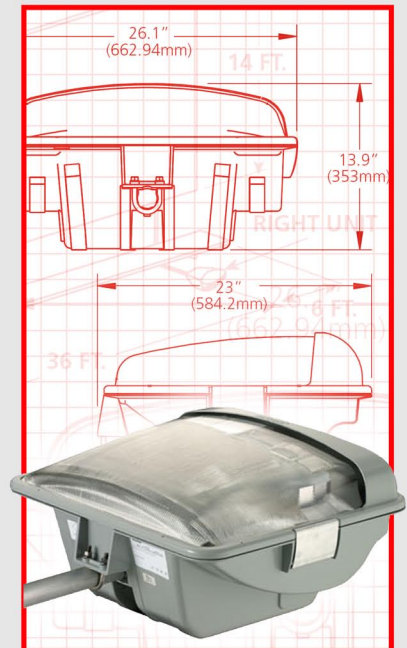
***100% recyclable polyethylene and polypropylene plastic materials can replace thousands of tons of non-recyclable paper posters and PVC billboards every year.***

- Introduced in 2006 -- over 1.5 million square feet already installed
- Entire industry expected to convert to new system in the next 5 years
- Polyethylene and polypropylene are 100% recyclable
- Completely replaces paper posters – no glue or used paper disposal
- Completely replaces PVC billboards – no PVC manufacturing or disposal
- Replaces thousands of tons of non-recyclable materials every year
- Lighter weight means less raw materials, and 65% reduction in transport fuel
- Advertisers very excited about sustainable alternative to PVC
- Flexible PE packaging eliminates cardboard boxes and their disposal

*By “focusing on the future”, the U.S. outdoor industry is driving a worldwide industry trend toward environmental awareness.*

### Revolutionary Lighting Design Saves Energy

- Innovative new reflector and prism designs reduce energy use by 50%
- Reduces amount of light leaking into the night sky
- New structures are already being equipped
- Thousands of conversions of existing structures already underway



*These innovations reduce our environmental footprint, and dramatically decrease the energy and natural resources used by our industry.*