

Biography Mc Andrew



Founder/ Investor/ Operator/ CEO

1982-1997 • Matthew Outdoor Advertising • New York Metro • Sold 55 Million 2000-Current • PanAmerican Outdoor Advertising • Republic of Panama • 2,000 Displays 2004-Current • Magic Media Outdoor Advertising • 22 US States • 10,565 Displays



Partner/Investor

UNICOM Outdoor • Estonia, Latvia, Lithuania, Baltic Region • Sold 45 Million AdVision Outdoor • Tucson, AZ • Bus Shelter Ad Display Buildout • 1,000 Faces



7 30 Years in Outdoor Advertising Business



Completed over 50 Acquisitions and Divestitures



Tunique Team with CFO & COO









10,565 Displays (1200 30 Sheet Posters / 9,365 bulletins)



Total Audience: 90 Million Daily Effective Circulation (DEC)



4th Largest in USA by # of Displays / 7th or 8th by Revenue



2007 Net Revenue: \$27.5 Million / 2008 Net Revenue \$30.0 Million



Planning up to 50 LED Digital Displays



TOperate in Kansas City; Valdosta, GA; Huntsville, AL; Dothan, AL; Rochester, MN; - Most Coverage is Micropolis/Micrometropolitan





- 1) Changeable Message Display Changes the World:
 - >> Increase Revenue
 - >> Increase Market Share
- Perpetual Easement Lender Acceptance Lowers Property Expense and Increases EBITDA
- 3) Multipliers Expand to 7X Net Revenue / 20X EBITDA Possible

Net Revenue

1960-1975	2.5 - 3X
1975-1985	3-4X
1985-1995	4-5X
1995-2005	5-7X
2005-2007	* 7-?X

EBITDA

1960-1975	EBITDA Concept not Accepted
1975-1985	6- 8X trial EBITDA
1985-1995	8-12X 3-Month Trial + 9-Month Projected EBITDA
1995-2005	12-15X Adjusted EBITDA
2005-2007	15-20X (Just Like Broadcast) 2007 13-15X

^{*}Current Comp's

Paradigm Shift





Changeable Message Display Unlocks Value, but...

Why?

- 1) Local Advertisers Pent-Up Demand
- 2) High Cost of Newspaper Ads Short Life of Ad Declining Circulations
- 3) Large Aggregate Dollars Required to be Effective within Broadcast
- 4) Fragmentation of Radio & TV (Satellite Radio, iPod, PC, DVD Player, etc)
- 5) LED Display Capital Expense Reasonable & Dropping; Yielding Great Returns
- 6) LED, Even When Dividing the Audience, Still an Ad Bargain





ECONOMICS

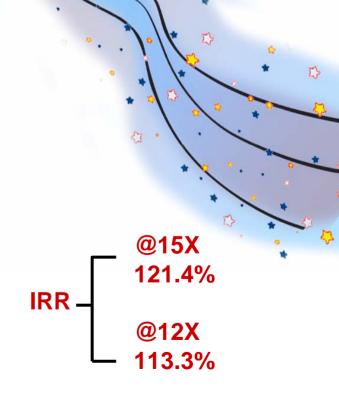
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LED - Changeable Message Display

7	Flips	at 1	00%	Utilization:
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\$2000 per Flip (ad) Monthly	\$14,000
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\$180,000

Four Year Horizon

Capital Invested



Audience Value Outdoor ad impression has equal to or GREATER ad value than Broadcast impression. Contact: *Raymond Taylor at raymond.taylor@villanova.edu.

Magic Media \$3.00 CPM
Clear Channel Prospectus \$5.50 CPM
OAAA \$4.25 CPM Average
Broadcast \$20.00 CPM

As outdoor increases CPM as a result of digital, approaching Broadcast, we increase our Enterprise Value at the same rate Magic Media greater than 6X more valuable Clear Channel greater than 3X more valuable

Industry greater than 4.5X more valuable



LED Results

- a. Usually 100% Sellout 6 or 7 Ads where there was 1
- b. Ads Create New Market Share Open New Doors Visit New Advertisers
- c. LED & Networks Create Increased Demand & Drive Ad Rates
- d. Billboards will Capture Grocery Advertisements and Retail Ad Dollars

Other Technologies

1) LED Lighting – Saves Power 70-95 Percent

a.Totally "Green" • Carbon Plus • Reduces Illumination Expense • Drives EBITDA





- 3) Lightweight (15 lbs vs. 75 lbs) Durable Vinyl Recyclable
- 4) Glue-less 30-Sheet Poster
- 5) Bluetooth







Regulations

1) Allowed to Change Copy



- 2) Does not have to be on Federal-Regulated Artery; Robust Pent-Up Demand found on Surface Streets
- 3) Studies Reveal Zero Accident Impact
 - a) Viewed Longer (<u>www.digitalooh.org</u>) Tantala Study & VITTI Study
 - b) But no more likely to cause a traffic accident
- 4) Amber Alert Networking Other Public Service Weather Alerts
- 5) Technology is Ubiquitous
- 6) Contacts: OAAA, Telephone 202-833-5566; web site: www.oaaa.org
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