

PATTISON Outdoor Raises the Bar in Quality with New Digital Superboards on Toronto's Gardiner Expressway



Pictured above: PATTISON Outdoor's newest Digital Superboards located on the Gardiner Expressway in Toronto, Ontario.

Toronto, ON, December 2, 2020 – Canada's leading Out-of-Home advertising company PATTISON Outdoor Advertising expands its national offering of premium, large-format Digital advertising displays with the launch of a new dual-sided Digital Superboard located on the Gardiner Expressway, West of Dufferin Street in Toronto, Ontario.

Measuring at 16' x 56', the high-resolution 13.3-millimetre LED screens offer outstanding image quality and performance for clients looking to advertise in this highly sought-after location, twenty-four hours a day. With significant vehicle traffic facing both east and westbound, this unique location serves as a gateway to the city and its entertainment district where advertisers have the opportunity to engage a wide range of consumers that include tourists, residents and business professionals alike.

"As innovators in Digital Out-of-Home, we are excited to introduce our newest Digital Superboard strategically positioned in the heart of Toronto, offering our clients maximum visibility and impact. At 896 square-feet, this dynamic dual-sided Digital Superboard will provide wide-viewing angles and stunningly detailed image quality intended to generate maximum exposure for commuters travelling along the Gardiner Expressway. This premium location serves as a perfect opportunity to place advertisers in front of mass audiences travelling in and out of the downtown core," says Nicholas Campney, Director of Leasing and Legislation at PATTISON Outdoor Advertising.

PATTISON Outdoor is proud to be partnering with Media Resources Inc., well known for their expertise in integrated sign services and high-profile national installs. *"Media Resources Inc. was very proud to be involved in this spectacular new Digital display including design, engineering, foundation, installation as well as the supply of MRI VISIONiQ 13.3-millimetre LED displays. We have been vendor partners of PATTISON Outdoor for over 30 years across Canada and look forward to the future as part of the team. Congratulations Steve McGregor and the whole PATTISON Outdoor team"*. Says Keith Edwards, Senior Vice President at Media Resources Inc.

PATTISON Outdoor's new dual-sided Digital Superboard is strategically located on the Gardiner Expressway, one of Toronto's busiest highways. According to Pelmorex Location Insights, over 4 million total visitors passed by these locations on the Gardiner Expressway during October 12th to November 11th, 2020. Toronto's newest Digital



Superboards offer promising exposure for advertisers looking to communicate with a mass audience among this culturally diverse and growing population. PATTISON Outdoor continues to excel in innovation and quality across its product lines including Classic, Digital, Place-Based and Transit advertising.

-30-

About PATTISON Outdoor Advertising:

PATTISON Outdoor Advertising, a division of The Jim Pattison Group, is Canada's largest Out-of-Home advertising company. PATTISON Outdoor helps brands and businesses harness the power of Out-of-Home advertising by providing the most comprehensive range of products, markets, insights and customer support services. With its roots reaching back to 1908, PATTISON has been providing innovative solutions for Out-of-Home advertising opportunities with products ranging from traditional billboards and posters to transit, digital, airports, residential, office, and street furniture. PATTISON is headquartered in Toronto, Ontario and includes over 25 sales offices across the country providing advertisers unmatched reach and coverage with products available in nearly 200 markets coast to coast. PATTISON Outdoor Advertising is the exclusive supplier for advertising on the Toronto Transit Commission's (TTC) transit system.

www.pattisonoutdoor.com
www.linkedin.com/pattisonoutdoor
www.facebook.com/PattisonOutdoorAdvertising
www.instagram.com/pattisonoutdoor
www.twitter.com/pattisonoutdoor
www.youtube.com/PattisonOOH
www.vimeo.com/pattisonoutdoor

For more information on PATTISON Outdoor Advertising, please contact:

Steve McGregor
President,
PATTISON Outdoor Advertising
Email: Smcgregor@pattisonoutdoor.com
Phone: 905-282-6804

For more information on Media Resources Inc. please contact:

Keith Edwards
Senior Vice President,
Media Resources Inc.
Email: Kedwards@mediaresources.com
Phone: 905-337-0993 Ext. 222