



📍 69 Yorkville Ave., Suite 304
Toronto, ON M5R 1B8

☎ 416.966.6900

✉ info@vendomedia.ca

🌐 vendomedia.ca

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RE: VENDO Media and Directwest Sales Partnership

VENDO Media is excited to announce exclusive sales representation of Directwest's Outdoor Digital assets across Canada, except within the province of Saskatchewan. Equally, Directwest is happy to announce exclusive sales representation of VENDO Media's Outdoor Digital assets within the province of Saskatchewan.

Directwest is the leading Outdoor Digital provider in Saskatchewan with coverage across 21 markets and almost 70 digital faces. Directwest's provincial reach extends from the top markets of Saskatoon, Regina, Prince Albert, Swift Current and Yorkton to secondary towns. They are also members of COMMB.

"Adding Directwest to VENDO's existing Saskatchewan assets, makes us the dominant Outdoor Digital supplier in the market - with over 70% of all digital boards in Saskatchewan across 26 markets. That is phenomenal", said Sylvio Deluca, COO of VENDO Media.

"We're thrilled to bring this inventory to a national advertiser audience and make the buying of Saskatchewan easier for OOH buyers. Additionally, it enhances VENDO Media's national offering to over 350 Outdoor Digital faces across Canada", remarked Deluca.

"Directwest's partnership with VENDO Media offers us the chance to work with large, national brands on our digital billboards across the province of Saskatchewan," said Keith Jeannot, President and CEO of Directwest. "Exposure to national brands will help us showcase the OOH reach we have within the province and increase the visibility of our boards benefitting our other customers as well. It's a win/win partnership," Jeannot continued.

About VENDO Media

VENDO Media is a leading innovator within Canada's OOH industry. Offering national scale and regional coverage across 95+ Canadian markets, we are one of the widest-reaching Outdoor Digital media companies in the country. Additionally, we offer digital and non-traditional options in Office Towers, Shopping Centres and a network of OOH Poster Boards. We believe in doing things differently.

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About Directwest Corporation

Directwest, a wholly-owned subsidiary of SaskTel, has been connecting buyers and sellers across Saskatchewan for over 100 years. Offering a suite of digital marketing services from website design to digital advertising management, Directwest continues to launch innovative and customer driven products and services while delivering strong, measurable return on investment for their customers. Directwest is home to the largest inventory of digital billboards province-wide and is also the exclusive provider of Mysask411 with local information available in print, web, and mobile app. Directwest's head office is in Regina, Saskatchewan and has an office in Saskatoon.

www.directwest.com

For more information regarding this Announcement

Sylvio Deluca

VENDO Media | COO
P 416.400.7678
E sylvio@vendomedia.ca

Greg Jacobs

Manager of External Communications (SaskTel)
Phone: 306.777.3433
E-mail: Greg.Jacobs@sasktel.com