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October 21, 2020

## **RE: Media City & Signpatico Announcement**

Media City and Signpatico enthusiastically announce the strategic joining of networks and alignment of people, platforms and processes into a new brand; VENDO Media ("VENDO").

VENDO is instantly Canada's 3<sup>rd</sup> largest DOOH network offering over 240+ digital faces from coast to coast and growing! Further, we offer a robust Place Based Media & OOH Network, including a premium office tower, venue facility, shopping centre and commuter network. VENDO delivers DOOH across 73 markets in Canada and in over 50% of these markets, we offer an exclusive or key market supplier position.



Providing national scale and regional market coverage, VENDO is well positioned to offer value for all brands.

Sylvio Deluca, CEO of Media City, says "When we looked at the synergistic fit of ad spaces, DOOH markets and teams, this just made perfect sense. More importantly, we are now able to bring scale to ad agencies and advertisers and make our assets easy to buy with a company that is going to be flexible. Under our new VENDO banner, both James and I agree that we're not done yet".

James McDonnell, CEO of Signpatico, adds "We see great alignment of our business with Media City and have been impressed with the caliber of their people and company. As a multi-stage process, this first step is an exciting part of our complete merger and introduces our Vendo brand into the market creating a unique offering. Our strategic fit will enable our business to grow and capture new opportunity for client reach."

**For information on VENDO Media, please see [www.vendomedia.ca](http://www.vendomedia.ca)**



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### **About Media City**

Media City is a non-traditional media company offering ad spaces in Outdoor, Office Tower and Shopping Centre environments. Media City strongly believes in doing things differently and providing ad spaces that are innovative, creative and leave a lasting impression. For information on Media City, please see [www.mediacityads.com](http://www.mediacityads.com)

### **About Signpatico**

Signpatico is leading the way in value and innovation in Canada's Out of Home landscape. We offer efficient and impactful media solutions for advertisers. With an experienced and knowledgeable team, we execute successful campaigns delivering on target. For information on Signpatico, please see [www.signpatico.com](http://www.signpatico.com)

### **For more information regarding this Announcement**

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