



FOR IMMEDIATE RELEASE

September 13, 2011

PATTISON Now Represents 20 Transit Markets across Canada

Mississauga, ON – PATTISON Outdoor Advertising, Canada's largest Out-of-Home and Transit Advertising Company, has been awarded the advertising rights for the City of Moncton's Public Transit, Codiac Transit, effective October 3rd, 2011. This latest win for PATTISON Outdoor is a 3 year contract that includes two 1-year renewal options.

The contract includes all advertising opportunities on or in the 32 Buses from Codiac's Moncton fleet. The advertising opportunities include kings, 70's, interior cards and specialty vinyl products such as extensions, headliners, murals and full bus wraps. "Pattison has had a contract with us for Shelter Advertising for numerous years and we are very pleased to be extending this relationship to support our interior and exterior bus advertising. We look forward building on this partnership" said John Allain, General Manager, Codiac Transit.

"We are thrilled to be working with Codiac Transit and look forward to providing our clients a "one stop shop" in the Greater Moncton area for all their outdoor advertising needs. Clients can now come to Pattison Outdoor for a complete outdoor advertising campaign, whether they are booking horizontal posters, exterior digital billboards, transit shelter advertising or interior and exterior transit advertising. At PATTISON, we are passionate about Transit advertising and providing advertisers with innovative ways to reach consumers." said Sherry Kirwin, PATTISON Outdoor Advertising, General Manager, Atlantic.

The addition of the Codiac Transit brings PATTISON's Transit Advertising portfolio to 20 markets across Canada including Calgary, Edmonton, Winnipeg, Ottawa, Halifax, Oakville and Durham Region Transit.

- 30 -



FOR IMMEDIATE RELEASE

September 13, 2011

About PATTISON Outdoor Advertising

PATTISON Outdoor Advertising is Canada's largest Out-of-Home, Transit and Digital Advertising Company with 25 sales offices coast to coast. Pattison Outdoor Advertising has 3 offices in Atlantic Canada; Moncton, NB, Dartmouth, NS, and St. John's NL and is Headquartered in Mississauga, Ontario, PATTISON Outdoor Advertising is a division of The Jim Pattison Group.

For more information or for an interview, please contact:

Sherry Kirwin

General Manager, Atlantic Region

PATTISON Outdoor Advertising

Suite 100

240 Jennett Avenue

Dartmouth, NS B3B 0G9

Telephone: 902 468-0056

Email: skirwin@pattisonoutdoor.com

Further information about PATTISON Outdoor Advertising is available on the internet at: pattisonoutdoor.com

About Codiac Transit

Established in 1980 by the Moncton City Council, Codiac Transit is a wholly owned city department providing public transit for 126,500 people in the City of Moncton and the City of Dieppe, the Town of Riverview, and the community of Lakeside. Buses run 355 days of the year (excluding statutory holidays) serving 2 million passengers annually. Today, Codiac Transit provides 35 buses on 22 transit routes, which includes the Express route complete with free wireless Internet, launched in August 2007. All buses are equipped with bike racks during the spring, summer and fall months.

For more information or for an interview, please contact:

Marie-Claire Pierce

Senior Transit Planner

Codiac Transit

140 Millennium Blvd.

Moncton, NB E1E 2G8

Telephone: 902 853-3557

Cell: 902 962-1289

Email: marie-claire.pierce@moncton.ca

Further information about Codiac Transit is available on the internet at: codiactranspo.ca

PATTISON OUTDOOR ADVERTISING

2700 Matheson Boulevard East, Mississauga, ON L4W 4V9

Telephone: 905.282.6800

www.pattisonoutdoor.com