



FOR IMMEDIATE RELEASE

October 31, 2011

PATTISON Now Selling TTC Digital and Print Advertising

Mississauga, ON – PATTISON and Onestop Media Group are holding a “City in Transit” launch event, on November 1st, to celebrate the beginning of their 12 year partnership with the Toronto Transit Commission. The evening will include life-sized examples of the new station advertising poster frames and the Onestop digital screens currently available on station platforms.

For the first time ever, media buyers and planners can purchase Digital and Print advertising for Toronto Transit (TTC) through one company, PATTISON Outdoor Advertising. As of November 1st, 2011, Canada’s largest Out-of-Home company is selling TTC advertising, reaching over 1.5 million commuters daily. Transit advertising campaigns starting January 2, 2012 are now available through PATTISON’s experienced sales team.

In addition, PATTISON announces Eyewitness™ Transit. PATTISON has worked with The Siroky Group, developers of the Eyewitness™ suite of products, to include transit advertising in the Proof-of-Performance product available at PATTISON since 2009. Eyewitness™ Transit is available exclusively to PATTISON clients.

“The Canadian market place is evolving and changing quickly and PATTISON Outdoor has positioned itself to move with the market and provide new offerings, such as a strong transit network, to help make our clients successful.” said Bob Leroux, VP General Manager, PATTISON Outdoor Advertising.

The addition of the Toronto Transit Commission brings PATTISON’s Transit Advertising portfolio to 30 markets across Canada including Calgary, Edmonton, Winnipeg, Oakville, Durham Region, Ottawa and Halifax.

Eyewitness™ is a trademark and wholly-owned product of The Siroky Group Inc.

- 30 -



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About PATTISON Outdoor Advertising

PATTISON Outdoor Advertising is Canada's largest Outdoor, Transit and Digital Advertising company with 25 sales offices coast to coast. Headquartered in Mississauga, Ontario, PATTISON Outdoor Advertising is a division of The Jim Pattison Group.

For more information or for an interview, please contact:

Bob Leroux

Vice President, General Manager Central Region

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

About The Siroky Group Inc.

The Siroky Group is a leader in custom software solutions specializing in the out-of-home industry. It brings together a portfolio that spans outdoor solutions, managed IT services, customized mapping capabilities, and a broad array of software solutions and services. Additional information about The Siroky Group is available at sirokygroup.com.

For more information or for an interview, please contact:

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