

For Immediate Release

## Branded Cities and Signpatico partner to offer agencies and advertisers the second largest digital Out-of-Home network in Western Canada

Toronto, Canada (January 10, 2018) - Branded Cities, a premier Out-Of-Home and iconic media company in North America, and Signpatico, a leader in Western Canada's digital Out-of-Home media, have signed an exclusive sales and marketing agreement to offer brands an expansive and impactful digital signage network across Western Canada's major markets.

The existing Branded Cities inventory in Western Canada will receive a significant boost with the addition of Signpatico digital assets, which includes over 250 digital faces throughout Alberta, Saskatchewan, Manitoba and British Columbia. The partnership will provide advertisers with the broadest digital footprint, reaching valuable audiences across the expansive geographic area of Western Canada. Signpatico digital signage locations have been strategically selected for their high reach and frequency of consumer visit, creating maximum impressions for advertisers.

Additionally, the digital network is equipped with dynamic capabilities designed to draw attention and engage audiences. Advertisers will be able to bring their brand to life with capabilities including day parting, user-generated content, weather triggered advertising, social media, live scores, countdowns, trends, and board dominations.

"Signpatico is excited to commence its partnership with Branded Cities, aligning our platforms to create new opportunities in the marketplace for clients to present their brand to consumers," states James McDonnell, President & CEO of Signpatico.

Further to this, Adam Butterworth, President of Branded Cities Canada adds, "we are delighted to be partnered with Signpatico. Both companies are challenger brands in the Out-of-Home industry and together we bring a strong and robust digital Out-of-Home network, and a real alternative to what is currently available in the western market. Through this strategic partnership we look forward to empowering advertisers and helping grow brands with this impactful digital network."

This announcement follows the recent injection of Shamrock Capital's growth investment to continue the expansion trajectory of Branded Cities across North America.

### **About Branded Cities:**

Branded Cities, a subsidiary of EL Media, is a leading Out-of-Home media company with an integrated network of premier digital and static signage across North America. The digital and static media assets span across some of the largest markets in the United States and Canada (New York, Las Vegas, Los Angeles, Toronto, Vancouver, Montreal, and many more) and are situated in the country's most valuable Out-of-Home environments such as, Times Square, the Las Vegas Strip, West Hollywood, Union Station, Yonge - Dundas Square, and Canada's leading shopping centres. Branded Cities empowers brands to deliver impactful and engaging messages to North America's most desirable, hard-to-reach audiences. EL Media is an affiliate of The Ellman Companies ("Ellman"). Ellman is a privately-owned media, real estate and investments group founded in 1972 with diverse interests in the U.S., Canada and the Caribbean. For more information visit: [brandedcities.com](http://brandedcities.com), [brandedcities.ca](http://brandedcities.ca), or [ellmanco.com](http://ellmanco.com).

### **About Signpatico Sales Ltd:**

A subsidiary of Signpatico Outdoor Inc, Signpatico Sales Ltd is an Out of Home media focused company, with a Western Canadian reach. With the 2nd largest DOOH media placement offering in Western Canada, Signpatico offers clients unique market positioning in their media interests. For more information on Signpatico, please visit [www.signpatico.com](http://www.signpatico.com)