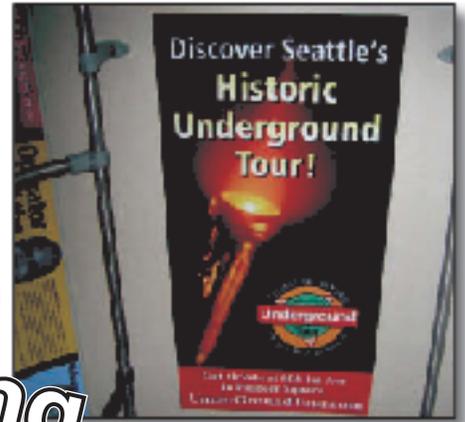




Things Looking Up in Transit Advertising



Picture this: you are facing a 30-minute commute, northbound on route 358 from Downtown Seattle to Aurora Village. Your co-worker ruined the twist in Brown's "The Da Vinci Code" over coffee earlier that day and your only remaining respite would be to re-read the ingredients on the beef jerky packaging from the bottom of your backpack – A grim portrait, is it not?

To glance around the cabin of the bus would risk making eye contact with your fellow passengers, a catastrophic faux pas in a community where deference to ones interpersonal space nears a draconian mandate. What do you do, look up? The options to hold the upturned gaze are limited. Skywriting: ineffective against Seattle's gray days, Dirigibles: difficult to park, and Firework Displays are illegal within city limits. What distractions are available to the skyward eye? Titan Worldwide offers a solution to the querying bus passenger by revitalizing a classical idea. Look at a Michelangelo.

Unlike the name implies a Michelangelo is not a priceless fresco painted by the Renaissance master and carted from Rome. These interior transit displays derive their name from their position inside the bus – on the ceiling.

Although new to the Seattle MarketPlace, launching in May of 2005, Michelangelos have been well received in the in the Top DMA's around the region. Riders in Vancouver, British Columbia were treated to Telus Duck staring down at them, while Oregonians glanced up and took a trip through the Japanese Gardens at Washington Park. "Michelangelos offer an out of the box alternative to traditional transit display media," said Pamela Quadros, Vice President, and Sales Manager for Titan Worldwide.

In addition to their unique positioning, Michelangelos break the four-corner barrier. Frames house traditional transit displays. Exterior posters and interior cards represent the ever-stable rectangle. Michelangelos possess much more freedom. The signs can be sniped into any shape since they are

adhered directly to the ceiling surface. "It's a very in-your-face and versatile tool," Quadros continued.

Seattle's first look at the Michelangelo stemmed from an unlikely place - underground. Bill Speidel's famous Seattle Underground Tour posed as the inaugural client for this innovative product. Despite the dichotomy, the union seems natural. When looking at the world from the bottom of a well the only direction is up. Additionally, the juxtaposition of perspective and position lent itself to the design.

Toying with constructs of history, adventure, and discovery, Graphic Artist Samantha Corcoran developed a display capturing the 'leave you spiked-heels at home' attitude of the tour. "I wanted to demonstrate what the tour was about," Corcoran said. "Using the flashlight image contrasts light and darkness, drawing the viewer into uncovering Seattle's secrets. Then, turning the whole thing on its head? I think it really grabs the imagination of someone who hasn't had this experience yet provoking them into trying it." "I think Michelangelo Displays are a fun, breakthrough tool for advertisers to set them selves apart," continued Quadros. "Quite literally, these displays go above and beyond expectations." Exploring these types of innovations has become a hallmark for Quadros Titan Worldwide. Re-evaluating perspective and challenging the norms are what keep advertising fresh.

Founded in 2000 by William M. Apfelbaum and various investors, Titan Outdoor Holdings Inc. defined an effective platform synergistically combining out-of-home advertising properties.

With over 1,000 advertising panels on telephone kiosks and large format billboards in New York City, street pole banners in New York, Philadelphia, Los Angeles and San Francisco, and transit advertising in the state of New Jersey, Seattle, Philadelphia, Boston, and most recently Orange County, Titan offers its clients both traditional and innovative out-of-home products across the United States.



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Titan in Boston

Meteoric OOH Company Wins MBTA

From Harvard to MIT, from Rockport to Kingston, Titan Outdoor now covers Boston. Titan Outdoor was awarded a 10-year contract with a three-year option from the Massachusetts Bay Transportation Authority (MBTA) to market advertising space on their buses and trains. The MBTA represents the oldest and fourth-largest transit system in the United States and joins Titan Outdoor's ever-growing family of markets along with Seattle, New York, Philadelphia, the State of New Jersey, and Toronto, Canada. "This win was truly a team effort and a result of our fine performance in our other Transit markets," says Titan Outdoor President and CEO, Don Allman. Quickly growing from their roots in New York, the out-of-home sales

organization opened the Seattle office in November of 2004 and Philadelphia in March of this year. The Boston contract, scheduled to start July 1, encompasses a system with a weekday ridership of nearly 1.2 million per day and services the 175 surrounding cities and townships. "With this imminent start up; we'll have our work cut out for us," Allman said. "But we are up to this task." Boston's MBTA services a population of 4.7 million and ranks sixth on the Designated Market Area (DMA) scale. Boston marks the fifth market acquired by Titan Outdoor in the top 20 DMA's. Founded in 2000 by William M. Apfelbaum, Catterton Partners and various investors,

Titan Outdoor Holdings Inc. defined an effective platform synergistically combining out-of-home advertising properties. With over 1,000 advertising panels on telephone kiosks and large format billboards in New York City, street pole banners in New York, Philadelphia, Los Angeles and San Francisco, and transit advertising in the state of New Jersey and Seattle, and Philadelphia, Titan offers its clients both traditional and innovative out-of-home products across the United States. "We envision ourselves as a dedicated sales organization," Allman said, "Our mission: to do a great job for our clients and the transit authorities we represent proudly. If we keep those constituencies happy, we'll continue to grow and succeed."



Titan Worldwide reaches into Portland



As Washington State's gateway to Oregon, Vancouver presents a community on the precipice of quiet northwestern charm and bustling urbanization.

In that vein, C-Tran, the region's transit authority, links the dichotomy. Titan Worldwide will employ their media-sales savvy to maximize the potential of the, until recently, underdeveloped market.

Titan Worldwide won the contract to manage C-Tran's advertising launching on May 1, 2006 marking the OOH Media Juggernaut's reach into southern Washington and Oregon.

For over 24 years, C-Tran services

Vancouver's 345,238 residents and extends well into the urban boundaries. Additionally, C-Tran coupled with Oregon's Tri-Met, extends into the Portland Urban Core and the estimated 300,000 daily Tri-Met riders. Accesses to the prospective demographics in Portland coupled with the Vancouver Region's staid revenue denote C-Tran as a sought-after and strategic market in the Pacific Northwest's media-scape. C-Tran's 109 coaches offer an array of media ranging from the traditional framed products to wrapped media and a spectrum in between.



Quick Facts:

	C-Tran	Tri-Met
Service Area	Clark County with service into Portland, OR	Tri-County* with service into Vancouver, WA
Population:	345,238	1.3 million
Fleet Size:	109 Coaches	658 Coaches
Daily Ridership:	22,000	300,000

* Washington, Multnomah, and Clackamas Counties, Oregon