



19 March 2008

### **Titan Wins Virgin Trains £5m Contract**

**19 March, 2008** – Titan Outdoor, the UK leader for total Out of Home media solutions, announces it has won an exclusive four year contract with Virgin Trains. The contract is valued at over £5m and reinforces Titan's domination of rail, with over 90% of the UK rail audience.

The win follows Titan's highly successful management of the Virgin contract since 2000. Over the last three years, Titan has doubled the contract's revenues. It also installed a Transvision screen at Birmingham International, the success of which was an important part of Virgin's decision to continue working with Titan. Transvision remains the UK's leading national digital network.

Virgin's West Coast Main Line is Europe's busiest mixed traffic main line and a truly national route. The main route operates from London Euston to Glasgow Central, carries over 20 million passengers per year and serves 44 stations, of which it directly operates 17. Virgin's High Frequency project will see journey capacity increase 30% by the end of 2008.

**Jon Slatkin, Chief Executive at Titan, said:**

*"Virgin is a fantastic brand, and we have worked very successfully with Virgin Trains over the last eight years. We are extremely excited about the potential for the 4 years to come and are currently reviewing opportunities for development and digital expansion across the estate."*

**Graham Leech, Executive Commercial Director at Virgin Trains, said:**

*"Virgin Trains are delighted to have agreed a four-year extension with Titan Outdoor. Our review of the market shows that Titan are best placed to deliver strong revenue growth within the Transport sector. This is also reinforced by our successful partnership and revenues delivered over the last 3 years.*

*They have developed their unique Transvision product at Birmingham International which has been a big success and grown revenues considerably.*

*We are looking forward to developing this partnership further with a plan already in place for sustainable income growth to Virgin Trains."*

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*Photos are available upon request*



## **About Titan Worldwide**

Titan Worldwide is a full service, global media company specializing in Out-of-Home advertising. In the UK Titan has an impressive portfolio of contracts and partnerships (including Network Rail, ASDA, Morrisons, LendLease and Westfield) meaning that they are market leaders across the rail, digital, shopping malls and supermarkets sectors as well as having an impressive large format roadside estate. Adding Titan Bus to this enables us to deliver total outdoor solutions across the UK in a way none of our competitors can.

Titan Worldwide was founded in 2001 by advertising industry veterans William Apfelbaum, chairman, and Donald Allman, CEO, Titan Worldwide is the premier advertising sales organizations in the business.

Titan Worldwide provides sales, marketing, creative, research and maintenance of advertising on bus, rail, bulletins, roadside billboards, telephone kiosks, experiential opportunities, street banners, shopping malls, supermarkets and construction bridges. It also leads the way in the development and successful introduction of market leading digital platforms. Titan Worldwide furnishes global, national and local clients with creative media solutions in the world's top markets including the United States (New York, New Jersey, Boston, Chicago, Los Angeles, Philadelphia, Seattle and Minneapolis/St. Paul), Canada, The Republic of Ireland and the United Kingdom.

All of these opportunities come with Titan's commitment: to quality, servicing, investment in innovation, and providing a one-stop shop for fully integrated, relevant, outdoor solutions.

The company websites are: [www.titanoutdoor.co.uk](http://www.titanoutdoor.co.uk) & [www.titanoutdoor.com](http://www.titanoutdoor.com)