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TITAN OUTDOOR WINS NEW SHOPPING CENTRE CONTRACTS

Titan Outdoor has been awarded two new shopping centre advertising contracts. Both Bristol's Cabot Circus and Milton Keynes' thecentre:mk were won in competitive pitches and further strengthen Titan's position as provider of the best retail advertising in the UK.

Cabot Circus is a brand new shopping development in the heart of Bristol and forms a key element in the city's £500m redevelopment. The centre is expected to attract 30 million visitors in its first year and shoppers will be attracted to premium outlets including Harvey Nichols, Ghost and Links of London. Titan's new advertising contract starts on 25 September and is worth £6m over the next 10 years. The 70 advertising sites are all 6 Sheet format, with a proportion of the faces digitally enabled.

Regional shopping destination, thecentre:mk represents a new opportunity in shopping centre advertising with 84 sites located throughout the centre. Experiencing around 30 million visitors per year, thecentre:mk will be able to provide advertisers with a location targeted, fully digital communication platform which can be updated with real time offers. The contract is worth £3.3m over the next five years and starts on 1 November.

Commenting on the new shopping centre contracts Jon Slatkin, Titan Outdoor's Chief Executive, says "We feel very proud to win two significant contracts at an incredibly exciting time for retail media, and importantly for consumers, in time for Christmas. The calibre of these shopping centres further strengthens Titan's position as provider of the UK's most prestigious retail media."

The new wins bring Titan's shopping centre total to 90, with contracts for eight out of the top ten mall* contracts including Bluewater, Metrocentre, Bullring, Trafford Centre and Lakeside. The total Titan estate delivers up to two thirds of the UK's shopping centre audience every two weeks, with 36.5% of UK adults seeing a shopping centre 6 Sheet every week – up from 28.3% in 2005.

Shopping centres are rapidly growing in their importance as a destination for affluent UK shoppers and in turn as an essential media choice. Over half the UK population visits a shopping centre every two weeks (in comparison to mainland Europe at only one third) and spends £50 billion a year. More than half current shopping centre development is in city centres, compared to 81% out of town in 1991.

* Trevor Wood Associates, 2006.

ENDS

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Notes to Editors

Titan Worldwide is a full service, global media company specialising in Out-of-Home advertising. In the UK Titan has an impressive portfolio of roadside and rail contracts and partnerships. Titan is also a market leader in other Out of Home environments such as shopping malls and supermarkets.

Titan Worldwide was founded in 2001 by advertising industry veterans William Apfelbaum, Chairman, and Donald Allman, CEO,

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 & www.titanoutdoor.com