



Digital Message Centers at Tollway Oases

May 23, 2011

Selected Vendor

■ Who is CBS Outdoor, Inc.?

- Delaware Corporation—Subsidiary of CBS Corp.
- Publicly traded on NYSE
- Proven record of experience, financial resources and advertising network

The CBS Corp. Business Conduct Statement

- Commitment to the highest standard of appropriate and ethical business behavior
- Obeying both the letter and spirit of the law is one of the foundations of CBS's ethical standards
- It is CBS's policy to comply with all applicable laws, rules and regulations

Selected Vendor

Working relationship and contracts with numerous public agencies

- Metropolitan Transportation Authority (NY MTA)
- Amtrak
- The New Jersey Transit Corporation (NJT)
- The Port of Oakland
- Miami Dade Transit
- Los Angeles County MTA
- Washington Metropolitan Area Transit Authority (D.C.)
- Metropolitan Airport Commission (Minneapolis/St. Paul)
- City of Kansas City, MO Aviation Department

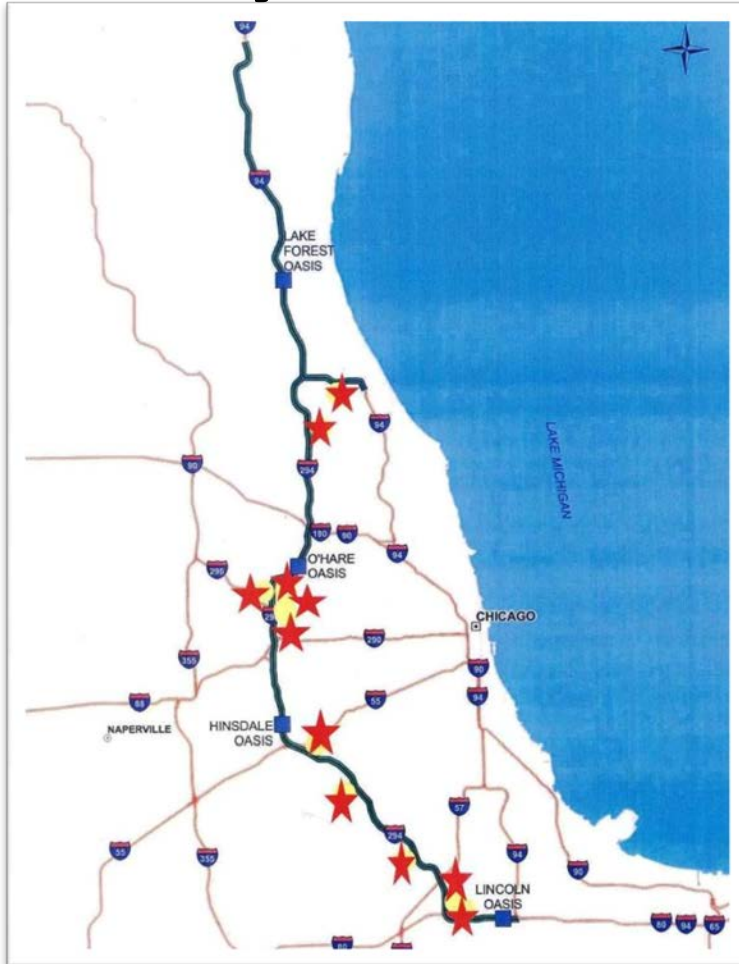
Rendering of Digital Message Centers at Oases



Rendering of Digital Message Centers at Oases



Existing Digital Billboards Adjacent to the Tollway



- There are approximately 18-20 digital billboards located adjacent to the Illinois Tollway, outside of the right-of-way



Dynamic Message Centers across the Nation

Bay Bridge Toll Plaza



- Located adjacent to San Francisco – Oakland Bay Bridge Toll Plaza
- Operational approximately 4 years
- No accidents or registered safety complaints

Lincoln Tunnel



- Located at approach to Lincoln Tunnel entrance to New York City
- Tunnel carries almost 120,000 vehicles per day
- No accidents or registered safety complaints
- CBS is in talks to install three more digital displays on NJT property

Sign Content

- Changeable-Image static billboards
- IDOT/FHWA compliant
 - No content deemed false or deceptive, obscene, portraying graphic violence or promoting the direct sale of alcohol
- 60 percent or more local and regional advertisers
- Promotion of Illinois Tollway services
- Public-service announcements

Benefits of Digital Signage

- The billboards will help drive traffic to the Oases:
 - ❑ Fresh, new and exciting Oases presentation and visibility
 - ❑ Direct advertising opportunities for tenants (McDonald's, Starbucks, Subway, etc.)
 - ❑ General Oases promotional opportunities
 - ❑ Tollway marketing opportunities?



Benefits of Digital Signage

■ Digital Technology

- Computerized delivery of information
- Provides safe and immediate change of ad copy
- Offers advertisers and communities flexibility and real-time delivery

■ 2008 Arbitron study: Favorable public reaction

- Provide an important community service
- Digital Billboards are useful, attractive and “cool”
- Found in communities that embrace technology

Benefits to the Public

- All published research concluded safety neutral
- Public safety notices/Emergency Notifications
- Amber Alerts
- FBI/Law Enforcement Alerts
- NHTSA Sponsored Programs
 - “Click it or Ticket”
- December 2010 FEMA case study
 - In summary, that study states:
Digital technology enables quick delivery of emergency messages via high-tech billboards. Public-Private Partnerships harness these high-tech signs to inform the public about weather warnings, evacuation routes and safety-related information

Benefits to the Public

Public Safety Notices/Emergency Notifications



*March 11, 2011—Oakland/San Francisco
CBS Outdoor Digital Message Center*

Benefits to the Public

- Economic impact/creation of jobs
- Proven means of communication
- Public/private endeavor