



## **CBS OUTDOOR CANADA LAUNCHES A TURNKEY TEXT MESSAGING PLATFORM FOR ADVERTISERS**

[CBS Outdoor Canada](#), has launched an innovative text messaging (or SMS) capability for its advertisers' media campaigns. This move by CBS Outdoor Canada follows the very successful launch of txt2go by CBS Outdoor U.S. last year. Canada will capitalize on the success of the U.S. campaigns to offer Canadian advertisers a proven turnkey program. The program, called txt2go, allows advertisers to use the CBS Outdoor short code "77888" for their advertising programs. Through the integration of a keyword(s) on signage or other advertising materials, advertisers can invite consumers to interact with their campaigns receiving additional information like digital coupons, location based offers and direct response promotions.

"In today's economic climate, it is particularly important to provide trackability in advertising. Out-of-Home is uniquely situated to work well with a mobile interactive solution like text messaging. The power of Out-of-Home remains its 24/7 reach of mobile consumers, adding a texting call-to-action enhances the Out-of-Home offer by adding immediate interactivity and dialogue between the consumer and the client. CBS Outdoor Canada is pleased to be able to leverage the learning of our US office to the benefit of our Canadian clients," Said Michele Erskine, Director of Marketing, CBS Outdoor Canada

"[txt2go mobile marketing](#) is a simplified process whereby an advertiser of virtually any size can add a text messaging code to their ad campaign. Designed to enhance not only the Out-of-Home component, the text capability can exist across all of the advertisers' media outlets, overlaying a measurable direct response element to the campaign. With clients ranging from the local small business to the Fortune 100 our mobile platform is customized to meet any campaigns needs. We are excited to bring this service to the Canadian market." said David Lane, CBS Outdoor-Displays, Vice President. In addition to simplifying the process, CBS Outdoor txt2go is very cost-friendly with packages starting at \$225. Clients will be able to see the real time performance of their campaign on the CBS Outdoor Mobile Website. It takes only a few days to have the client's campaign up and running.

CBS Outdoor chose Rip Road to power its mobile platform. Rip Road provides innovative mobile technology to leading media companies and brands across North America. "Our experience has shown that when we allow a consumer to engage with a brand or advertiser on their terms, the desired participation increases dramatically," said Eric Leven, Chief Executive Officer, Rip Road. "This mobile application lets an advertiser generate the tremendous value an Outdoor effort provides, as well as start communicating with prospects through coupons, discounts, news and much more."

[CBS Outdoor](#) is one of the largest Out-of-Home media companies in North America, and has a major presence across Europe, in the United Kingdom and holds properties in China and South America. With

both traditional Outdoor and Transit properties, the division gives advertisers both breadth of coverage across vast geographies and depth of coverage, providing multiple media opportunities in key markets.

CBS Corporation (NYSE: CBS.A and CBS) is a mass media company with constituent parts that reach back to the beginnings of the broadcast industry, as well as newer businesses that operate on the leading edge of the media industry. The Company, through its many and varied operations, combines broad reach with well-positioned local businesses, all of which provide it with an extensive distribution network by which it services audiences and advertisers in Canada, all 50 U.S. states and key international markets. It has operations in virtually every field of media and entertainment, including broadcast television (CBS and The CW – a joint venture between CBS Corporation and Warner Bros. Entertainment), cable television (Showtime and CSTV Networks), local television (CBS Television Stations), television production and syndication (CBS Paramount Network Television and CBS Television Distribution), radio (CBS Radio), advertising on Out-of-Home media (CBS Outdoor), publishing (Simon & Shuster), interactive media (CBS Interactive), licensing and merchandising (CBS Consumer Products) and video/DVD (CBS Home Entertainment). For more information, log on to [www.cbscorporation.com](http://www.cbscorporation.com).

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