



MEDIA RELEASE

Auckland, July 13, 2011

Out-Of-home growth continues

The Outdoor Media Association of NZ (OMANZ) today announced further growth for 2011, with quarter two gross media revenue up 8.3% on same period last year.

Phil Clemas, Chair for OMANZ said:

“It is good to see continuing confidence in OOH from agencies and advertisers. On the back of this Q2 result was Q1 growth of 7.1% resulting in a half year increase of 7.8% or \$2.235m.”

“Advertisers are seeing once again the true strengths of OOH, those being reach, presence and impact for brands and the Rugby World Cup event is inspiring wider use. Research reinforces that adding OOH to the media schedule can improve the effectiveness and impact of campaigns.”

OMANZ members are confident of steady growth for the remainder of 2011 and are amidst plans to help further that growth for 2012 and beyond.

In the meantime, OMANZ have planned to prepare a creative showcase of great campaigns that appear over the period of the Rugby World Cup.

“Out-Of-Home is such an impactful and visual form of advertising - we’re looking forward to showcasing some exceptional creative examples that really highlight OOH at its best.” The showcase will feature later in the year on www.omanz.org.nz.

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About OMANZ

The Outdoor Media Association of NZ (OMANZ) is a not-for-profit, professional, cohesive industry body representing key Outdoor Media display companies who collectively contribute to more than 88% of total out of home advertising industry revenue.

OMANZ's key focus is to educate and raise awareness of the role of out of home media within the community, to build and sustain relations with its key stakeholders, to develop best practice industry standards and to provide services to its members.

The society operates nationally and prior its new formation in 2009 traded as Outdoor Marketing Association.

OMANZ is governed by a board of directors who are all committed and passionate about raising the profile of out of home advertising in the New Zealand market.

Members of OMANZ adhere to a Code of Practice and abide by the regulatory frameworks in which they operate.

OMANZ media display members: Adshel, APN Outdoor, iSite, Eye, M5