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RE: VENDO Media and Captivate - Alberta Sales Partnership

VENDO Media is excited to announce exclusive sales representation of Captivate's placed-based digital network for the Alberta market. VENDO will be responsible for all Alberta-based ad agency and/or client activity related to Captivate's assets.

Captivate is comprised of elevator and lobby display screens in premier office towers and luxury residential properties that connect brands with upscale consumers and business decision makers. The full Canadian network boasts 350+ buildings and 2,000+ screens of which the Alberta market itself represents 75 buildings and 503 screens.

"With the recent growth and enhancement of our Alberta national and local sales team, this sales partnership is a perfect fit for both parties. We also believe that Captivate is an excellent complement to our Digital Outdoor and Office ad spaces available in the market", said Sylvio Deluca, President of VENDO Media.

"Captivate is thrilled to partner with VENDO Media in the Alberta market. With their strong in-market sales team presence and complementary assets this collaboration offers an exceptional solution for agencies and clients in Alberta" expressed Barb Huggett, GM & SVP Ad Sales – Captivate.



"With media buyers looking for streamlined ways to buy OOH, this consolidated effort between VENDO Media and Captivate will help make the process easier and offers a full Outdoor and Indoor solution for Alberta", remarked Deluca.

About VENDO Media

VENDO Media is a leading innovator within Canada's OOH industry providing national scale and regional coverage across 100+ Canadian markets. VENDO is the widest-reaching Digital Outdoor media company in the country with 400+ faces. VENDO also provides digital and non-traditional advertising options in Office Towers and other indoor venues.

www.vendomedia.ca



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About Captivate

Captivate is the largest on-the-go news and entertainment network in North America, reaching influential audiences in the places they work and live. From the biggest stories to today's weather, traffic updates to travel inspiration, we're the daily source of information that sparks conversation, piques curiosity and makes an impact. We reach millions through our network of video-first screens in premier office buildings and luxury residential real estate, fostering powerful connections between brands and decision-makers, properties and affluent consumers. Influence the Influential with Captivate.

www.captivate.com

For more information regarding this announcement:

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