



FOR IMMEDIATE RELEASE

VECTOR MEDIA AND GREAT BUS ADVERTISING / GQUADRO FORM STRATEGIC PARTNERSHIP TO CREATE THE WORLD'S LARGEST INVENTORY OF THE HIGHLY SOUGHT-AFTER DOUBLE DECKER BUS AD FORMAT

Deal Provides Vector with Inventory of 800 Double Decker Buses for Advertisers in 90 Global Markets

New York, NY – April 19, 2016 – [Vector Media](#), a leader in Out-of-Home advertising, today announced a strategic partnership with Europe's leading double decker bus advertising company, [Great Bus Advertising](#), also known as [GQuadro](#) in Italian markets, to create the world's largest inventory of the highly sought-after double decker bus ad format.

"We're thrilled to offer the double decker bus ad platform, now at a global scale," said Bill Schwartz, Founder & CEO of Vector Media. "Vector pioneered double decker bus advertising in the U.S. 10 years ago, and the medium has seen double digit growth year-over-year ever since. GQuadro created a one-stop-shop for advertisers looking to run double decker bus campaigns across Europe, similar to the network Vector has created for advertisers in the U.S., making them the ideal partner for us to embark on this next phase of business development with."

Through the partnership, Vector Media can sell GB Advertising / GQuadro's inventory in London, Barcelona, Paris, Moscow, Rome, Berlin, St. Petersburg, Geneva, Milan, Naples, Florence, Bologna, Torino, Palermo, Positano and Sorrento. GB Advertising / GQuadro can sell Vector Media's inventory in the U.S., where its presence currently includes New York City, Las Vegas, Los Angeles, San Francisco, San Diego, Philadelphia, Washington DC, Chicago, Boston, Seattle, Miami, Austin, Houston, San Antonio and most recently, Dallas.

"Double decker buses are the future of OOH advertising and we're delighted to work with Vector on this global partnership," said Giulio Naldini, CEO of GB Advertising / GQuadro. "Double decker advertisements guarantee international reach not only in local markets, but also through the high turnover of tourists being exposed to brands' messages in major cities. It's a dynamic and versatile advertising tool which enables cross-border communication and makes an impact through its majestic presence."

Vector Media introduced the double decker bus advertising format to top brands in North America nearly a decade ago. Today, the company is the leader in the space and continues to develop new digital opportunities for advertisers. Vector is the only media company in the U.S. offering illuminated transit, HD video and livestreaming on double decker buses. Last year, Vector launched its Beacons & Geo-fencing offering, enabling advertisers to micro-target

audiences and push notifications to the mobile devices of pedestrians near their bus campaign routes, placing branded messages directly into the hands of their key consumers.

The new global offering will benefit brands who already purchase advertising on double decker buses globally from both Vector and GQuadro, such as H&M, Guess, Coca Cola, Universal, AirFrance, Calvin Klein, Tissot, Korean Air, Paramount Studios and Emirates, as well as new partners looking to expand their reach into international territories.

ABOUT VECTOR MEDIA

[Vector Media](#) offers diverse Out-of-Home advertising opportunities, specializing in large format visual communications. Our ever-growing media arsenal includes transit spectaculars, transit posters, taxi media, digital advertising, wallscapes, bulletins, telephone kiosks, telephone wraps and building wrap spectaculars.

Our current domestic markets include New York City, Las Vegas, Los Angeles, San Francisco, San Diego, Philadelphia, Washington DC, Chicago, Boston, Seattle, Miami, Austin, San Antonio and Dallas. Through our partnership with GB Advertising / GQuadro, Vector now has double decker bus inventory in global markets including Moscow, Berlin, St. Petersburg, Barcelona and Geneva and its exclusive inventory in London, Rome, Milan, Naples, Florence, Bologna, Torino, Palermo, Positano and Sorrento. Vector can charter Double Decker Spectaculars to almost any city throughout the U.S. & Canada.

Follow us on Twitter [@VectorMedia](#) for the latest company news and updates.

ABOUT GQUADRO

[GQuadro Advertising](#) is specialized in dynamic communication services. The company exclusively manages open-top sightseeing vehicles in all major Italian cities: Rome, Milan, Naples, Florence, Bologna, Palermo, Turin, and Verona, and in most European hotspots such as: London, Paris, Madrid, Moscow, Barcelona and Berlin. GQuadro recently established its presence in the US market through its partnership with Vector Media.

The strength of our advertising solution lies in the visibility of the media, the high customer penetration potential and the exclusivity on all circuits. All of these elements build a customized and efficient communication strategy. The Open Bus media established its presence in Italy 5 years ago and have since then represented the most effective solution for brands aiming to advertise with a 12 hour daily coverage.

Due to the great affluence of passengers on-board, GQuadro organizes and manages below the line communication activities: promotions, on-board conferences, events, presentations and sampling. GQuadro sources the best materials, and thanks to a special protective film, it ensures top-notch quality and resistance to all weather conditions.