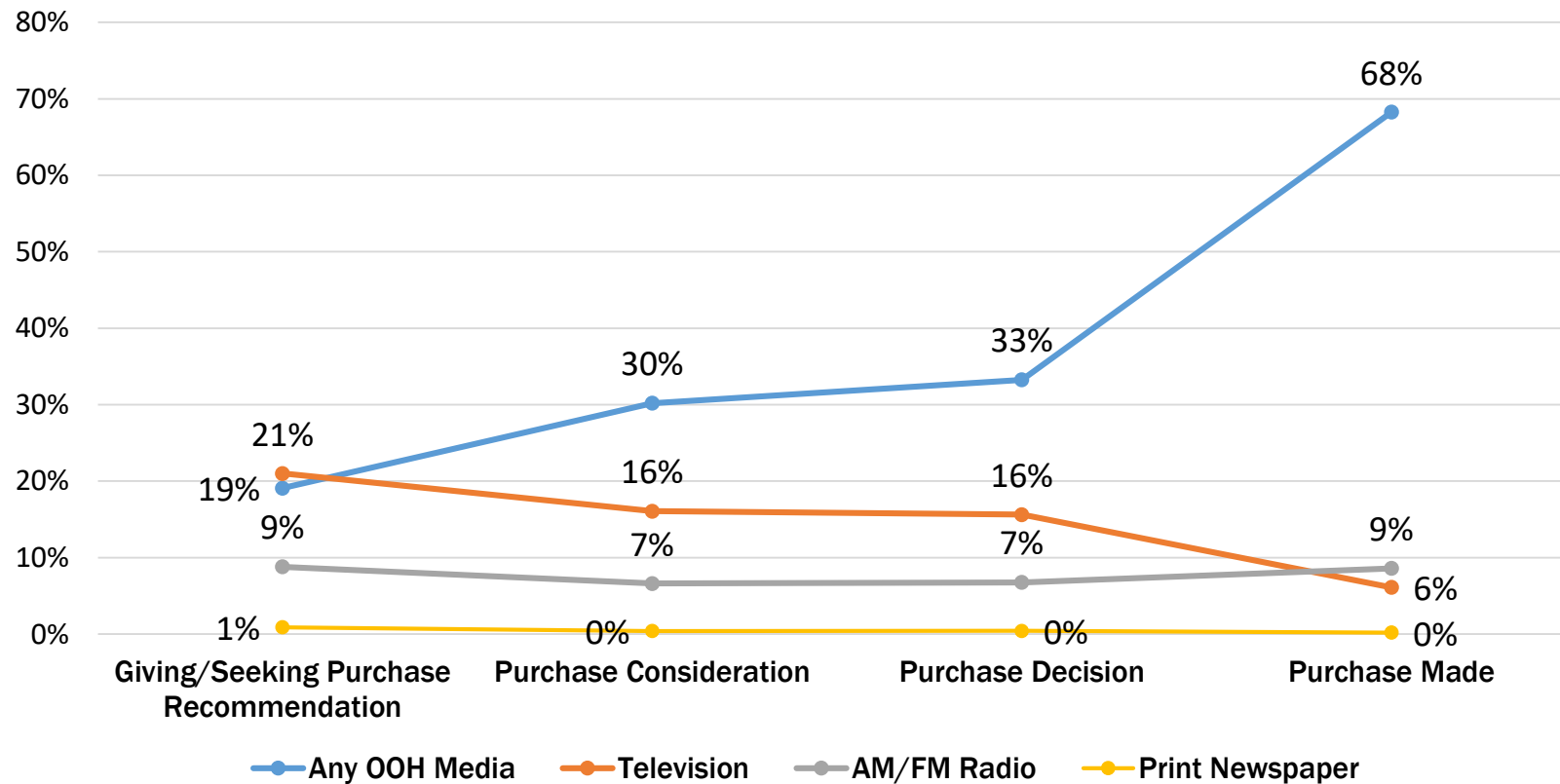


# OOH OUTPERFORMS TRADITIONAL MEDIA IN REACHING CONSUMERS IN THE HALF-HOUR BEFORE PURCHASE ACTIVITIES



Exposure by medium during path to purchase activities:



Source: USA Touchpoints, RealityMine

Base: Adults 18-64