



**OUTDOOR BROADCAST  
NETWORK**

## **TELUS WRAPS UP ITS “ADS IN BOWS” IN BAY-DUNDAS CONCOURSE** *OBN and TELUS SPARK attention this holiday season with new campaign*

(TORONTO: November 28, 2006) – What could be behind all the large green and purple bows on the huge OBN advertising posters in the Bay-Dundas Concourse?

In support of TELUS’ exciting “SPARK a little big gift” holiday campaign, the company has teamed up with OBN to take a dominant position in the Bay-Dundas Concourse. TELUS purchased one minute of a three minute loop on the new OBN interior digital network that features eight 45” LCD high resolution ceiling mounted digital video displays, and nine large format posters (12’ x 6’ horizontal) that adorn the walls of the Concourse.

To encourage public interaction with the advertising message, five of the posters are each wrapped with 40 huge bows that the public are encouraged to remove to reveal the ad messages beneath. OBN will be replacing these bows every week of the campaign that runs through to the end of 2006. The advertising concept and ideas were created and executed by Media Experts and TAXI Toronto.

There are three creative executions in total. Two remain constant with one featuring TELUS’ tag line: “SPARK a little big gift”, to promote its mobile phones offering the SPARK line up of mobile entertainment, information and messaging services, while the second features the current TELUS spokesperson, the Squirrel monkey, with a gift bow on a mobile phone. Each of these creative executions is posted at the beginning and end of the Concourse.

The third creative execution, on the five posters with bows that are posted in the middle of the Concourse, shows a mix of CD covers representing music that clients can download through TELUS Mobile Music and other SPARK services such as TELUS Mobile TV and TELUS Mobile Radio, which offers 20 satellite-powered radio stations.

The new Bay-Dundas Concourse connects the Toronto Eaton Centre to Canadian Tire, Best Buy and the new Ryerson School of Business in downtown Toronto. The Concourse is expected to deliver a weekly audience of approximately 150,000, many of whom are tech-savvy, given the retail and educational destinations being linked by the Concourse.

OBN’s new interior digital network in the Bay-Dundas Concourse offers the same flexibility of strategically changing creative to suit an advertiser’s needs on a daily or even several times daily basis, just as OBN’s large outdoor digital video boards offer.

**Outdoor Broadcast Network (OBN)**, is a national media company that markets the largest network of LED video boards in Canada as well as several specialized out-of-home media venues. OBN provides marketers with unique advertising solutions by leveraging technology that enables them to engage their viewers. The OBN national network currently includes Toronto, Vancouver, Edmonton, Winnipeg, Hamilton, Cambridge, Niagara Falls, and delivers a weekly audience of over 6.8 million.

**About TELUS**

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$8.5 billion of annual revenue and 10.5 million customer connections including 4.9 million wireless subscribers, 4.6 million wireline network access lines and 1.1 million Internet subscribers. TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video. Committed to being Canada's premier corporate citizen, over the last five years TELUS has contributed more than \$62 million to charitable and non-profit organizations, and has established seven TELUS Community Boards across Canada to lead its local philanthropic initiatives. For more information about TELUS, please visit [telus.com](http://telus.com).

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