



Outdoor Advertising Association of Georgia, Inc.

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***OAAAG PARTNERS WITH FBI:
FBI MOST WANTED TO BE POSTED ON DIGITAL BILLBOARDS***

CUMMING, GA – August 27, 2008 – The Outdoor Advertising Association of Georgia (OAAAG) today announced an agreement with the Federal Bureau of Investigation (FBI) to display “wanted” messages on digital billboards across Georgia. This statewide initiative will commence immediately and follows the successful nationwide partnership between the FBI and several outdoor advertising companies. In addition to “wanted” bulletins, the FBI will be able to display security messages relevant to the communities in which OAAAG member digital billboards operate. A protocol will be established for high priority “hot pursuit” messages to assist apprehending suspects in the immediately after a crime takes place. Currently, OAAAG has access to over 70 digital billboards statewide provided by participating members.

“In recent years, we have seen several violent felons on the loose in and around the metro area and across our state. When these types of criminals are on the loose it is imperative to relay timely, accurate, and helpful information to the general public,” said Conner Poe, OAAAG Executive Director. “For example, the FBI may ask members to provide photos or vehicle identification information to drivers. The information can be targeted to the individual digital billboard and area in which it is located.”

“Public safety in Georgia is a shared concern of everyone and OAAAG participating members are here to play a major role in helping the general public receive this vital information. Our partnership with the FBI to use our digital billboards to assist in the apprehension of fugitives and provide other critical security messages is a logical extension of this invaluable community service. As more digital networks are deployed across the state, they will soon be an indispensable tool for reaching the public in all national as well as local emergencies and, most importantly, for homeland security initiatives.”

OAAAG, with the leadership of Lt. Governor Casey Cagle, is also preparing to announce a partnership with state emergency agencies to post immediate notification of severe weather conditions, highway closures due to traffic incidents, disaster preparedness needs, and alerts for missing persons, which can all be delivered to tens of thousands of motorists in real time by using 70 plus digital billboards across our state. OAAAG members are already posting AMBER/Levi Alerts when issued on digital billboards across the state. An agreement was recently signed between the Outdoor Advertising Association of America (OAAA) and the National Center for Missing and Exploited Children. More information about the OAAA AMBER Alert initiative is available at www.oaaa.org.

To date, OAAAG members have posted more than 10 wanted messages requested by the local bureau of the FBI.

The Outdoor Advertising Association of Georgia proudly represents nearly 150 outdoor advertising companies, affiliates and vendors who serve the State of Georgia. Founded in 1991, the OAAG is dedicated to promoting, protecting and advancing outdoor advertising interests in Georgia.

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