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For Immediate Release

Fliphound introduces first real-time bidding platform for buying ads on digital billboards

Wichita, KS, September 23, 2013 – For the past 100 years, outdoor billboard advertising has been purchased the same way. Fliphound is changing that with an affordable, user friendly real-time bidding platform for buying ads on digital billboards.

In late July, Fliphound launched its pilot on 14 of Atomic Enterprises digital billboards in Wichita. The new service allows advertisers to use a simple, online platform to purchase advertising in real time on digital billboards.

Fliphound is the first of its kind online-bidding platform for digital billboards where advertisers get complete control of their campaigns, Users simply choose the outdoor billboard location(s) and set bidding prices, upload their content and make a payment. Then Fliphound takes over and compiles real-time playlists for digital billboards based on bidders input and serves the ads to the digital billboards in real-time. The billboards are offered at low-cost bids, often as low as \$10 a day. Moreover, advertisers can start, stop and change campaigns at any time offering the flexibility to run campaigns for day, a week, or longer term. "It has been our vision to help advertisers overcome the challenges of buying outdoor – we have designed the solution to be easy to use, give users control of their campaigns and bring transparency to the 100 year old outdoor industry," said Brandon Shuey, Fliphound's Co-Founder and President.

Fliphound is preparing to move nationally with its unique technology which integrates with existing board technologies. With Fliphound's ad serving technology, creative is no longer emailed to a scheduling department and prepared for upload but instead is posted directly into our online approval systems and



from there directly to the billboards. “Ads can be live in less than a few minutes,” said Brandon Shuey.

Fliphound is attracting a broad range of customers from business owners to media, advertising and marketing managers and social media professionals who are leveraging digital outdoor as part of their overall advertising and online programs. Some early users of Fliphound include: Eddy’s Toyota, Brave

Law Firm, Child Advocacy Center of Sedgwick County, Expert Xteriors, Great Plains Nature Center, Orpheum Theatre, Parks Motors, Supplement World and Wichita State University Athletics.

“We are very pleased with Fliphound’s adoption by leading business owners, advertisers and online professionals who are pursuing other digital strategies and can now buy digital outdoor online. Fliphound is set to disrupt the 100 year old outdoor industry and we are preparing to expand to new markets.” said Douglas M, Robertson, Chief Executive Officer and Co-Founder of Fliphound. At Fliphound.com, digital billboards are not only the hottest media in the market, they are also the easiest to find and buy!

About Fliphound (fliphound.com)

Founded in 2011 by serial entrepreneurs, experienced outdoor advertising and software executives, Fliphound is a trusted online marketplace for people to advertise, manage, access creative, create and publish digital content on digital billboards. Fliphound allows a broad range of businesses, advertisers, agencies, media, marketing managers and social media professionals to leverage digital outdoor as part of their overall advertising and online programs. Any advertiser can sign up for Fliphound for free and begin advertising in real-time. Fliphound’s mission is to connect advertisers to digital billboards, at any price point, in its markets and make buyers and sellers lives better and simpler. Whether you are an advertiser using Fliphound to purchase advertising or you use the platform to sell your billboards, it is all about changing the way business is done – one flip at a time. Fliphound is a privately held company and is headquartered in Wichita, KS.



About The Outdoor Advertising Market

The digital outdoor billboard market is growing 39% per annum and will reach \$1B in revenue 2015 according to MAGNAGLOBAL 2011 Report. The \$4 billion 100 year old outdoor advertising market is experiencing disruption in its transition from static outdoor billboards to digital billboards. Today, less than 1% (~4,400) of the almost 500,000 billboards having been converted to digital.

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