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**CBS OUTDOOR AND SIDETRACK TECHNOLOGIES “TARGET” BART SYSTEM  
WITH MOTION PICTURE TUNNEL ‘VIDEOWALLS’**



CBS Outdoor, a division of CBS Corporation (NYSE: CBS.A and CBS), and technology partner SideTrack Technologies Inc. announced today the launch of motion picture video walls on the tunnels of the San Francisco-area’s BART subway system. The advertising will be sold by SideTrack as an adjunct to CBS Outdoor’s agreement with BART.

The ads, which will appear on tracks between Embarcadero and Montgomery stations, cover a distance of 800 feet. The displays combine traditional animation theory with advanced digital technologies, and are composed of 375 individually illuminated poster boards. At speed, the images blend together and the riders perceive the blended images as a 15 second “video wall” or ‘movie’ outside the train window.

The retailing giant Target will be the first advertiser featured on the video walls, followed by Microsoft, Disney and Honda, among others.

“We are always looking for opportunities to provide our clients with new, effective and entertaining options for delivering their message to the important commuter audience that the BART riders represent,” said. Larry Levine, President of CBS Outdoor. “SideTrack’s tunnel ads fit the bill in a manner that adds to the overall effectiveness of the transit advertising platform.”

Scott Slater of Haworth Marketing & Media, agency for Target said, “We are always looking for fun, innovative ways to interact with consumers. Motion picture videowall advertising provides an opportunity to engage consumers in an unexpected impactful way”.

“We are proud and excited to have been chosen by CBS for this BART project, and we look forward to opening more markets to tunnel advertising with them,” said Rob Walker, Founder and President of SideTrack. “Today’s launch combined with our launch in London a few weeks ago puts us into key markets across the globe.”

Video and photo downloads available at:  
<http://www.digipicsworks.com/downloads/BART>. These are large video files (broadcast quality) in zip file or photographs and will take 5 to 6 minutes to download.

### **About Side Track**

SideTrack Technologies Inc. is a privately held firm that now offers tunnel advertising across the USA with over 2.5 million showings each day. International launches in London, Mexico City and Rio are quickly making the new medium a global opportunity. With its high visibility, unusual placement location and ability to deliver messages to captive and extremely targetable audiences; SideTrack is a powerful, new way for advertisers to connect with consumers. The system has the unique ability to entertain and interact with its audience, creating excellent recall rates and tremendous value for advertisers.

### **About CBS Outdoor**

CBS Outdoor is the largest out-of-home media company in North America, and has a major presence across Europe in the United Kingdom, Ireland, France, Italy, the Netherlands and Spain, as well as in China. With both traditional outdoor and transit properties, the division gives advertisers both breadth of coverage across vast geographies and depth of coverage, providing multiple media opportunities in key markets.

CBS Corporation (NYSE: CBS.A and CBS) is a mass media company with constituent parts that reach back to the beginnings of the broadcast industry, as well as newer businesses that operate on the leading edge of the media industry. The Company, through its many and varied operations, combines broad reach with well-positioned local businesses, all of which provide it with an extensive distribution network by which it serves audiences and advertisers in all 50 states and key international markets. It has operations in virtually every field of media and entertainment, including broadcast television (CBS and The CW – a joint venture between CBS Corporation and Warner Bros. Entertainment), cable television (Showtime and CSTV Networks), local television (CBS Television Stations), television production and syndication (CBS Paramount Network Television and CBS Television Distribution), radio (CBS Radio), advertising on out-of-home media (CBS Outdoor), publishing (Simon & Schuster), interactive media (CBS Interactive), music (CBS Records), licensing and merchandising (CBS Consumer Products) and video/ DVD (CBS Home Entertainment). For more information, log on to [www.cbscorporation.com](http://www.cbscorporation.com).

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