

Councillor O'Donnell  
Chair, City Growth and Regeneration Committee  
Belfast City Council  
Belfast  
BT1 5GS

Dear Councillor O'Donnell,

I write to you on behalf of our client, Exterion Media, to request a short presentation to the City Growth and Regeneration Committee at the earliest opportunity.

Exterion Media are an outdoor advertising company operating across the UK and are currently the advertising partners for the London Underground, National Bus and Rail Services and Westfield shopping centres.

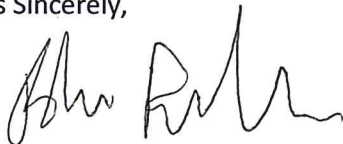
The regional team based in Belfast manages an extensive portfolio of traditional advertisement hoardings and lightboxes throughout the city. They are also the leading provider of bus advertising for Translink and deliver point of sales advertising for clients such as Tescos, Dunnes Stores, Forestside Shopping Centre, Connswater Shopping Centre and Cityside Leisure & Retail Park.

Exterion Media has held discussions with Transport NI since mid-2015 in relation to the siting of LED displays along motorways and key transport corridors into Belfast city centre. Following agreement with Transport NI that such displays would be acceptable, in principle, at certain locations; it has been agreed that, subject to planning, a trial would be run to ascertain how such displays would be operated.

It is proposed that a total of 7 sites concentrated within the inner urban area and at specific points on the M1, M2, Westlink and Sydenham Bypass will be included in the trial. It is also envisaged that Belfast City Council could become display partners, to allow the promotion of road safety messages, traffic information and Council marketing/promotion.

I look forward to hearing back from you regarding a suitable date to present.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "John Fullerton".

John Fullerton MCIPR

Consultant, Strategic Planning