

PRESS RELEASE

BlowUP media Benelux acquires business and staff of MegaMedium Nederland

Company strengthens market leadership in the Netherlands / Portfolio grows to 30 locations

Amsterdam/Duesseldorf, July 20, 2011 – BlowUP media Benelux, a Ströer Group company and specialist for large-scale outdoor advertisements, has taken over the Maxdec Group's activities with large-scale posters in the Netherlands. This acquisition includes all of the locations and employees of Dutch outdoor advertiser MegaMedium Nederland B.V., part of the Maxdec media group. By finalizing the transaction, blowUp has further strengthened its market position, and the company now manages over 30 large-scale poster sites in major towns and cities throughout the Netherlands, including the very prominent 150 square-meter poster space on Amsterdam's main street, Rokin, which runs south from Dam Square to Muntplein.

The acquisition by blowUP ensures that MegaMedium's business activities will continue and that its existing customers can count on ongoing support. The Maxdec holding company withdraws from the giant poster segment and will now concentrate on its core business activities of video, production and digital media.

Cedric Boterman, founder of MegaMedium Nederland states, "We welcome the acquisition and believe it represents a good opportunity for the sector's growth prospects. blowUP media is the ideal company to buy the assets of MegaMedium Nederland, and it is perfectly positioned to continue working with MegaMedium's customers and business partners while retaining the company's employee base."

Heinz Leuters, COO at blowUP media Group, says, "The acquisition of MegaMedium's assets significantly strengthens our position in the Netherlands and Europe. Starting now, our customers have an even larger range of giant posters to choose from. Over the last 10 years, we have continuously worked on developing large-scale external advertising in the Netherlands, and we have made a particularly important contribution with our introduction of new premium products such as the LED backlit units on Damrak, the street which leads to Amsterdam's central station."

Click here for visuals of the most important large-scale poster sites in the Netherlands:

<http://microsites.blowup-media.com/megamedium>

These visuals can be used free of charge. Please name “blowUP media” as the source.

About blowUP media

blowUP media, a Ströer Group company, specializes in large-scale outdoor advertising that ranges in size from 100 to 17,300 square meters. Its advertising spaces ensure that companies' statements and messages reach their target groups at prime locations in important European cities. No matter if it's Berlin, London or Madrid, large-scale posters are a particularly effective means of generating attention, and they have an unrivaled impact on the urban landscape. blowUP media manages approximately 300 locations, giving it the largest network of giant posters in Europe. The company has offices in 12 European towns and cities and is a business partner for advertisers and municipal authorities. Time and again, blowUP media's award-winning projects set the standards for designing public spaces – one of our projects, The Longest Love-Letter In The World, has even made it into the Guinness Book of Records. More information is available at www.blowup-media.com.

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