

NEWS RELEASE



FOR IMMEDIATE RELEASE

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FAIRWAY OUTDOOR ADVERTISING NAMED LOCAL DIAMOND MEDIA & MARKETING PARTNER FOR 2011 U.S. FIGURE SKATING CHAMPIONSHIPS

GREENSBORO, N.C. (July 2, 2010) – North Carolina 2011, the local organizing committee for the 2011 U.S. Figure Skating Championships in Greensboro, N.C., announced today that Fairway Outdoor Advertising has joined the 2011 U.S. Figure Skating Championships Local Media & Marketing Partner team at the Diamond level, the highest level of local media and marketing partnership.

Fairway Outdoor Advertising will provide three different sizes of billboards for promotion of the 2011 U.S. Championships across the Triad region and beyond.

"We are delighted to have Fairway Outdoor Advertising partner with us for the marketing and advertising of the Championships," said Hill Carrow, chairman of North Carolina 2011. "Fairway billboards will help build the awareness and excitement so essential for a successful Championships."

With the addition of Fairway Outdoor Advertising, North Carolina 2011 has surpassed \$1 million in local media and marketing partnerships. This is an important milestone, as momentum and support continue to build for the 2011 U.S. Championships, which is less than seven months away.

"The 2011 U.S. Figure Skating Championships is one of the largest and most prestigious events ever to come to Greensboro and the Triad," said Dan O'Shea, general manager of Fairway Outdoor Advertising in the Triad. "We are known as a company that supports our communities, and we wanted to help play a major role in this championship event. We are also pleased that our divisions in Raleigh and Gastonia recognized the statewide nature of the event, and both will be contributing to the effort as well."

– About U.S. Figure Skating –

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States as recognized by the United States Olympic Committee and the International Skating Union. U.S. Figure Skating is comprised of more than 700 member clubs, collegiate clubs, and school-affiliated clubs and more than 900 registered Basic Skills skating schools representing approximately 170,000 members. U.S. Figure Skating is charged with the development of the sport on all levels within the United States including athletes, officials, sanctioning of events and exhibitions, and establishing the rules and guidelines by which the sport is governed. For more information on U.S. Figure Skating, visit www.usfigureskating.org.

– About North Carolina 2011 –

North Carolina 2011 (NC 2011) is the local organizing committee for the 2011 U.S. Figure Skating Championships to be held in Greensboro, N.C. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau, North Carolina Amateur Sports, Sports & Properties, Inc., and North Carolina Figure Skating. The 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods and VF, Local Presenting Sponsors; and by Local Official Sponsors: Greensboro Convention & Visitors Bureau, Greensboro Coliseum Complex, Blue Cross and Blue Shield of North Carolina, Moses Cone Health System, Joshua Jewel, Graphic Visual Solutions, BEM Interactive, MediaFit, Annese Public Relations, Ice Rink Events, Hagan Davis, Pepsi Bottling Ventures, Exact Target, LSK Enterprises/Olympia, and Skyline Exhibits & Events. Local Media & Marketing Partners for the 2011 U.S. Figure Skating Championships include Diamond Partners The News & Record, Capitol Broadcasting Company, WGHP-TV Fox 8, and Fairway Outdoor Advertising; and Local Official Partners Clear Channel Radio, Our State Magazine, and Guilford Woman Magazine. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit www.northcarolina2011.com.

– About Fairway Outdoor Advertising –

Fairway Outdoor Advertising is one of the country's finest outdoor advertising companies. Headquartered in Augusta, Ga., Fairway operates 15 offices in 22 states with 19,500 billboard and poster displays. www.fairwayoutdoor.com.