



July 1, 2008

The Montgomery Biscuits have found LAMAR's digital LED outdoor displays to be a truly effective means of displaying our ever-changing message in a timely and impactful way.

As a minor league baseball team, we have a minimum of 70 events throughout a five-month season, and we need dynamic advertising media that can keep pace with the fast-paced nature of our business. As the only professional sports team in a medium-sized town, our brand awareness and brand loyalty are already both very high. What we need to do is communicate a more timely, urgent message.

In the past, we used outdoor advertising only for a special season ticket sales campaign and for branding. However, the old way of doing things simply didn't allow us to communicate to our consumers important information, like the fact that we're holding games downtown all week.

LED boards allow us to change the message to something timely ("GAME TONIGHT!" or "BISCUITS WIN!").

We have heard positive feedback from our consumers, who see our timely messages on their way to and from work, when their minds wander to the prospect of attending a baseball game. All in all, we're able to target our desired demographic with an easily changeable and high-impact message, at exactly the right time.

In addition, we're pleased with the easy-to-use interface and the relative paucity of time that we must invest in order to upload and change messages. Of course, we've also been pleased with the friendliness and timeliness of LAMAR's customer service.

We plan to continue using LAMAR's digital LED outdoor displays, and we are always open to new media that offer us the same benefits.

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