



News Release

FOR IMMEDIATE RELEASE

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MAYOR COLEMAN LIGHTS MULTI-MEDIA BILLBOARDS AT BROAD & HIGH LIGHTING EVENT HONORS PAST AS DOWNTOWN CELEBRATES THE FUTURE

COLUMBUS, OHIO – A lighting ceremony, led by Mayor Coleman, CASTO and Orange Barrel Media took place yesterday to dedicate the multi-media billboards atop the Broad & High mixed-use development. Multi-media billboard sponsors include AT&T, Anheuser-Bush, Huntington Bank, Kroger, Nationwide Insurance, NBC 4 and The Ohio State Medical Center.

“With the holidays upon us, this is a great time to reflect upon the past and celebrate downtown’s future by holding a special ceremony to light the multi-media billboards at Broad & High,” said Bill Riat, partner at CASTO. “The commitment from such significant Columbus companies to this project demonstrates that downtown Columbus’ future is bright.”

The multi-media billboards will run content provided by the sponsors 24 hours a day, seven days a week. Content will include advertising messages as well as information on community events.

About Broad & High

Broad & High, a CASTO urban development, is an extraordinary, new, mixed-use development that is transforming Columbus’s historic downtown corner into an exciting hub of activity worthy of a 21st century city. The development plans include luxury condominiums at 8 on the Square, street-level retail, a stunning visual array of lighted, strolling digital ticker tapes, and multi-media billboards atop the four-story building that fronts this major intersection, creating a vibrant and exciting atmosphere like New Yorkers enjoy in Times Square. Visit www.broadandhigh.com to learn more.

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