

VIRGINIA LOGOS

PRESS RELEASE

VIRGINIA 511 TRAVEL SERVICE PROGRAM

RICHMOND, VA, APRIL 18, 2005: Virginia Logos is introducing the state wide expansion of the travel service telephone program called VIRGINIA 511 that provides a traveler with real time updates, traffic, weather, construction and travel services to assist the motorist with making their travels safer and more efficient. The program is helpful for tourists, local residents, local business, and government agencies. The voice activated 511 system is available 24 hours a day from any phone. By dialing 511, the customer will have direct connections to food, gas, lodging, RV locations, auto services, shopping and attraction facilities. The system will give the customer the location of the advertising facility requested by interstate exit number.

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To make travelers aware of the 511 system, 158 signs displaying the 511 logo have been placed along the interstate routes in Virginia. VIRGINIA 511 has an advertising budget of \$875,000 to be used in a campaign to inform potential users and direct them to the 511 telephone system and web page.

For additional information about participating in the program, contact a Virginia Logos representative at 1-800-229-2809 or log onto www.virginialogos.com.