

NEW TRADITION MEDIA ANNOUNCES FURTHER EXPANSION OF LOS ANGELES AND NEW YORK FOOTPRINT – FEBRUARY 2022

NEW YORK, NY - February 22, 2021 – New Tradition, an independent out-of-home media company, announces the acquisition of 10 advertising displays from Pearl Media. The assets include signage in Los Angeles' popular Hollywood and Vine district, a high-profile billboard on 37th Street and 8th Avenue in New York, and more. These signs complement New Tradition's existing roster of urban core, iconic signage across LA, New York, and other city centers covering the largest MSAs in the US.

New Tradition's Chief Operations Officer and Partner, Bret Richheimer worked with Pearl Media's CEO, Josh Cohen and the entire management team to complete the acquisition. Richheimer mentioned that "It is going to be great having these unique assets complement our line-up of premier signage in the core of LA. This inventory at Hollywood and Vine fits in seamlessly."

New Tradition has actively pursued inventory to add to its national footprint, including its 2021 acquisition of urban core Los Angeles signage from Regency Outdoor. New Tradition represents signage across the country's largest urban markets including Hollywood & Highland and "The Reef" in LA as well as One Times Square, home of the annual New Year's Eve ball drop, in New York.

These new assets are available to national advertisers through New Tradition immediately.

About New Tradition

Founded in 2010, New Tradition is a premium Out-of-Home media company, specializing in best-in-class inventory across the country. New Tradition helps brands stay top-of-mind, targeting consumers while they are on the go, in the areas they live, work, and play. New Tradition works side-by-side with some of the top brands and agencies, helping deliver exceptional campaigns utilizing our premium large format, lifestyle center and transit media. New Tradition's other iconic inventory includes One Times Square and other marquee assets in New York, Miami, Boston, Atlanta, Nashville, Chicago, Portland, Seattle, Washington DC, San Francisco, and Las Vegas.

About Pearl Media

Pearl Media develops, manages and sells unique marketing, digital and static media opportunities. Working with best-in-class real estate assets, Pearl digitizes urban core, mixed use commercial space, transit centers and transit adjacent properties in top markets with premium place-based digital and static signage networks. We target and transform premium large format static properties and vacant storefronts into best-in-market out-of-home advertising opportunities. For more information, please visit <https://www.pearlmedia.com>.