



From The Press Room

Adcentricity Partners with ONTrack

February 6, 2008 – New York-based aggregator **ADCENTRICITY** recently partnered with **ONTrack**. Recognizing ONTrack’s ability to reach a coveted audience, ADCENTRICITY quickly incorporated this digital out-of-home network into their system of advertising solutions. ADCENTRICITY states on its website: *“Understanding and identifying which venues have the audience you need is ADCENTRICITY’s specialty.”* So it seems only natural they would look to ONTrack.

ONTrack is a national network that is raising the stakes in audience delivery. Started in 2007, ONTrack has grown to include over 66,000 screens in over 1,100 locations throughout North America. Today, ads seen via the ONTrack network reach over 98 million (83 million at venues + 15 million online) hard-to-reach consumers. ONTrack’s broadcast network engages viewers at racetracks, sports bars, casinos and other entertainment venues — places with high dwell times. 72% of ONTrack viewers are also bettors with a vested interest in the screens — so advertisers rest assured, your ads are being watched.

For More Information:

Contact:

Don Hutchison, Operations & Marketing
ONTrack Network
1630 Trinity Drive, #1
Mississauga ON L5T 1L6
Tel: 1 (866) 798 - 2977
dhutchison@ontnetwork.com

Drew McDougall, CEO
ONTrack Network
1630 Trinity Drive, #1
Mississauga ON L5T 1L6
Tel: (905) 670 - 5230 x21
dmcDougall@ontnetwork.com