

FOR IMMEDIATE RELEASE

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Eliquid TV to install a giant electronic billboard in downtown Windsor

Windsor – November 28, 2004 – Eliquid TV will install a giant, state-of-the-art electronic billboard on the south wall of the Canada Building this Sunday, November 28, 2004. Installation will commence at 6:30 am on the south wall of the Canada Building (374 Ouellette Ave.), and will end at approximately 4:30 pm.

This initiative is headed by Lou Tortola, CEO of eliquidMEDIA, along with Tony and Nick Rosati of The Rosati Group.

“The Rosati Group is committed to building the future. This technology allows us to partner with eliquidMEDIA, positioning both companies as leaders in their respective industries. We're excited to be a part of this project, utilizing the screen to continue building our brand,” said Tony Rosati, CEO of The Rosati Group.

The display will be transferred in sections via flatbed truck from Romeo Machine Shop at 1577 Howard Ave., to it's permanent location at the Canada Building. It will then be lifted to the roof of the building via a 70 tonne crane, with a 170 foot reach.

Since obtaining municipal approval last June, the company has had to overcome several hurdles to get to this point. These include; approval from building owners and neighbors, the logistics of bringing the display, manufactured in Europe by Technovision, a world leader in LED displays, to Canada, and an extensive Canadian Standards Association (CSA) approval process.

Receiving the display has been well worth it's wait.

“By far this is one of the most rewarding projects we've been involved with. It allows us to showcase our capabilities, and add another level of service for our clients,” Tortola said, “I'm extremely proud of this accomplishment.”

The display will be officially launched at a wine and cheese reception at 29 Park Lounge on Wednesday, December 1, 2004.

For further information, or to book an on-site interview, please contact Sarah at 519.973.1930.

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