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Amphibious Inflatable Billboards Now Available in Canada

Los Angeles, CA (May 15, 2009) bbi Displays, the worldwide leader of on-water advertising, has selected Tynk Outdoor to represent its patented inflatable billboard products in Ontario. Tynk Outdoor, based in Toronto, specializes in traditional steel billboards and operates throughout Canada.

"We are pleased to team up with Tynk Outdoor. Tynk's experience in managing billboard structures and vast knowledge of the local Ontario outdoor advertising market is invaluable" said Eric Wickland, National Sales Director of bbi Displays.

Tynk Outdoor recently unveiled the amphibious inflatable billboards at the Canadian Marketing Association National Convention and Showcase Forum at the Metro Toronto Convention Centre. At 16 feet high, the inflatable signs demanded attendees' attention and won "Best Product Display" in the booth competition at the convention.



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"The bbi Display produced a lot of gasps and jaw dropping at the convention," said Vicki Tynkaluk, president of Tynk Outdoor.

In the past month, Tynk Outdoor has received an overwhelming interest in the systems from both Canadian advertisers and operators. Several advertisers have already committed to using the new outdoor advertising for summer campaigns and events.

The airtight and amphibious inflatable signs, distributed by bbi Displays, provide a versatile advertising tool that has many benefits over traditional billboards. The inflatable billboards are temporary and can be setup in a matter of minutes on water or land. No structural modifications are required to setup the inflatable billboards and they can remain erected from 1 day to 1 year.

Since the units are portable, the out-of-home advertisements can be moved to various locations. The inflatable signs can simply be linked to create mega billboards of any length desired in 12' increments. The current record is a 72' long floating billboard however larger sizes are easily attainable. Additionally, the inflatable signs can be displayed statically or mobile as they may be towed by boats, jet skis, golf carts and snow mobiles.

About bbi Inflation Display Systems

bbi Inflation Display Systems, is a privately held California corporation with offices located in Malibu, California. Over the past 5 years, the idea to design and build a billboard capable of performing on land or sea has undergone painstaking development with rigorous testing of many proto-types. The result is bbi's U.S. patented and International patent pending inflatable billboard that has evolved into an extremely efficient, effective and reliable design. BBI is recognized as the global leader of on water advertising and inflatable signs. For more information, please visit www.bbideplays.com

About Tynk Outdoor

Tynk Outdoor exists as a privately held Ontario corporation with offices located in Goodwood, Ontario. For more information, please visit www.tynkoutdoor.com