



Press release - For immediate release.

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## Adapt Media and NEO combine forces in an Exclusive Sales Partnership

Adapt Media and NEO, two of Canada's most entrepreneurial OOH advertising companies with head offices in Toronto and Montreal respectively, have signed mutual sales representation agreements for their resplendent impressive Out-of-Home networks. Having a symbiotic synergy in the convenience store and gas station space, alongside Neo's Team, **Adapt will represent NEO's On-The-Go network for English Canada while the NEO sales team will exclusively showcase Adapt's Canadian network in the Quebec market.** Digital screens on pumps, in c-store and service station windows, and at check-out follow the consumer in a sensorially captivating fashion on their path to purchase. The combination of NEO and Adapt's service centre and convenience store networks equate to total Canadian coverage with over 5300 screens and 13 Million daily impressions.

"Our alliance with Adapt Media is a natural integration of equals. Jamie and his team have developed an impressive offering of cross-country signage options in convenience stores like Couche-Tard/Circle-K and its 3,600 screens, alongside specialized networks like INEO's liquor store matrix in Alberta and BC. Our Quebec-based team will take Adapt's Quebec sales new heights with our collaboration of network assets and talent," said Ronald Tapiéro, President of NEO.

"NEO is an agile organization with a trail-blazing spirit exactly like Adapt's. NEO's solid client relationships in Quebec allow us to expand our customer base and provide advertisers with the opportunity to experience the power of our combined networks. Simultaneously, our Toronto team will profitably showcase Neo's specialized On-The-Go network, currently deployed in 347 service stations and convenience stores with more than 1,140 screens across Canada, as they deliver a fully realized integration of NEO and Adapt networks to unique audiences across the country", touted Jamie Thompson, CEO of Adapt Media.

To learn more about NEO's sales partnership with Adapt, contact us via [ventes@neo-oo.com](mailto:ventes@neo-oo.com) [sales@neo-oo.com](mailto:sales@neo-oo.com) and at [sales@adaptmedia.com](mailto:sales@adaptmedia.com).

## About Adapt Media

Adapt Media, a trusted Canadian OOH provider, is focused on delivering advertising space within the convenience and gas channel through Ontario DriveTest Centres, Alberta service registries, and thousands of Circle K and independent c-stores/gas stations across Canada. Now in its 25th year, Adapt Media has grown to include street-level and in-store DOOH and static advertising in over 1,000 cities and towns across the nation and is well-known for building bespoke ad networks according to advertiser need.

## About NEO

NEO (neo-oooh.com) offers four leading networks in Canada: NEO Shopping (shopping malls), NEO ON THE GO (gas stations and convenience stores), NEO FITNESS (fitness centers) and NEO MOBILE (geo targeting advertising via mobile). Our network is established in more than 450 locations across Canada, throughout eight provinces and 150 municipalities, and includes more than 3,750 advertising screens.



### Adapt Media

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