

15 August 2007



**John Charlesworth Joins Redbus Outdoor from Admedia**

Redbus Outdoor are pleased to announce the appointment of John Charlesworth as Retail Sales Director. John joins Redbus Outdoor from his position as Sales Director at Admedia. Prior to being Sales Director at Admedia, John has held senior sales positions at outdoor contractors Primesight and Maiden. John will be responsible for sales in Redbus' expanding Retail Media business that operates media networks in supermarkets and more recently in the DIY and cash and carry sectors.

John joins Alan Valler, Redbus' Group Sales Director, who oversees the Group's portfolio across both retail and campus media.

Alan Valler commented that "John is a fantastic addition to the team and is well liked in the industry. Not only does he bring a wealth of outdoor experience and established trading relationships, he brings breadth and depth to our retail expertise which will accelerate our expansion in this sector."

Commenting on developments, Alan Valler added "These are exciting times for Redbus. Our core grocery portfolio is expanding rapidly and is the largest in-store network in the UK reaching over 130 million shoppers every four weeks. Following this consolidation in the grocery sector, we have now moved into new sectors such as convenience, DIY and cash and carry. Retail media is firmly moving to the main stream of media planning as brands understand the value of the path to purchase."

## **Notes to Editors**

### **About Redbus Outdoor**

Redbus Outdoor is the largest European outdoor advertising media owner operating 'destination' advertising networks, which target consumers with advertising solutions when they arrive at their destination, rather than when they are on the move.

Redbus Outdoor focuses on two destination networks:

- **Retail** – our retail media targets supermarket, convenience and now DIY shoppers at the point of sale. Exclusive relationships have been developed with grocery multiples; Sainsbury's, Asda, Somerfield, Tesco Metro and Makro (cash and carry) along with DIY chains Homebase and Focus DIY. Major FMCG and non-FMCG brands reach target consumers through Redbus' trolley, basket and floor advertising across 1300 stores nationally.
- **University Campuses** - our Xsites; 6-sheet, Bluetooth and Experiential Marketing network covers the top 100 university campuses in the UK and targets the elusive youth market for brands looking to build 'life loyalty' with the £10 billion student market.

Redbus Outdoor is privately owned. The Company is based in London with national and regional sales teams. Operations and fulfilment centres are based in Wembley and Scotland.

[www.redbusoutdoor.com](http://www.redbusoutdoor.com)

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