



The Online Billboard Company Secures Development Partnership

Tornado Design of Phoenix, AZ to design, develop, and manage online billboards.

Scottsdale, AZ - October 4, 2006. The Online Billboard Company has entered into a development agreement with Tornado Design of Phoenix, AZ to complete the design, and lead the development and management of its online billboard system, including its corporate web environment as well as its hundreds of online billboards. Tornado Design will lead the creative and system detailed design, and will oversee the development of the integrated online billboard system, including the integration of e-commerce systems.

"Tornado is a top-flight design and development firm that's perfectly suited for our business," says Barbara Williams, President, The Online Billboard Company. "We've been extremely pleased with the initial work we've done with them, and are excited to move into the development phase of this cutting-edge initiative."

"We were captivated by the breakthrough concepts brought to us by the creators of The Online Billboard Company, and are pleased to be partnering with them to develop this innovative system," says Chris Tingom, Principal Designer, Tornado. Project lead designer Tom Chapin adds, "This is one of the most interesting and challenging projects we've undertaken. We're honored that The Online Billboard Company has chosen Tornado as its partner. We will be applying advanced technologies to implement their system."

Development work is set to begin this month, with initial prototypes set to be completed by early 2007. The first online billboards are set to debut in April 2007.

About Tornado

Tornado is a web site design and development company based in Phoenix, AZ. At Tornado our primary function is pleasing clients. Our clients are stakeholders in our business, and our success depends on your success. We believe it is our responsibility to treat customers fairly and we work hard to cultivate lasting business relationships. Tornado takes the guesswork out of great websites. Visit us on the web at www.tornadodesign.com.

About The Online Billboard Company

The Online Billboard Company is a new dimension in web search, providing graphical and image search on a wide variety of topics, including travel, business, family, sports, hobbies, lifestyle, and more. Visit us at theonlinebillboardcompany.com. Please direct media and other inquiries to public.relations@theonlinebillboardcompany.com.

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