



# HISTORICAL TIMELINE

- 1796 The lithographic printing process is perfected, making the illustrated poster a reality.
- 1835 The large format American poster (more than 50 square feet) originates in New York when Jared Bell begins printing circus posters.
- 1850 Exterior advertising is first used on street railways.
- 1867 The earliest recorded billboard leasing occurs.
- 1900 A standardized billboard structure is established in America.
- 1902 J.M. Coe creates the Pensacola Advertising Company, a small poster company built to promote the coming attractions of the Pensacola Opera House.
- 1906 Charles W. Lamar, President of the American National Bank of Pensacola, partners with J.M. Coe. The two men owned the opera house and the poster business.
- 1908 A coin flip in Pensacola lands Charles Lamar the opportunity of a lifetime. Charles Lamar and J.M. Coe dissolve their three-year partnership using a coin toss to divide their assets: the Pensacola Opera House and the Pensacola Advertising Company. Lamar renames the less-lucrative poster company Lamar Outdoor Advertising Company. Over the next century, Lamar and his descendants transform Lamar Advertising from a small sign company on the Gulf Coast into one of the nation's largest Out-of-Home advertising companies.
- The Ford Model T automobile is introduced in the U.S., increasing road travel.
- 1912 Standardized outdoor advertising services are at the disposal of national advertisers in nearly every major urban center.
- 1925 After concluding his studies at Princeton and a brief time in investment banking, Charles Lamar's oldest son Lamartine Varnado joins the billboard business. Younger brother Charles W. Lamar Jr. joins the business later that year.
- 1926 General Outdoor Advertising (GOA), one of the largest regional companies at the time, offers to buy Lamar's New Orleans plant. As part of the deal, GOA trades their Baton Rouge plant to Lamar, establishing the Lamar family in a new city.
- 1927 Lamar purchases the Baton Rouge Poster Advertising Company and continues further expansion into Louisiana.

## Late 1920s and 1930s

Lamar continues growing as a result of its decentralized business structure and focus on small towns instead of big cities. Popular advertising partners include Ritz, Coca-Cola, General Electric and Pabst Beer.

## Early 1940s

Lamar plays a prominent role in the war effort. Poster designs urge citizens to invest in war bonds and to help support the country during World War II.



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- 1944 Charles Lamar dies on February 13 in New Orleans. Charles Lamar Jr. takes over as General Manager.
- 1953 Boston native Kevin P. Reilly marries Ann Lamar Switzer (Charles Lamar Jr.'s niece) while in the Navy.
- 1955 Kevin Reilly moves to Baton Rouge for the summer to work in the family business. Upon Charles Lamar Jr.'s request, Reilly forgoes his final year at Harvard Business School to work full time in the business.
- 1956 Over the next 17 years, Lamar purchases 12 outdoor advertising companies in Louisiana, Florida and Alabama.

President Eisenhower signs the Federal-Aid Highway Act into law, authorizing \$25 billion for the construction of 41,000 miles of the Interstate Highway System. This forever changed the landscape of American travel, road trips and outdoor advertising.

- 1958 Kevin Reilly becomes General Manager of Lamar Advertising Company on August 1.
- 1960 After a 35-year career in the outdoor advertising business, Charles Lamar Jr. dies on June 12 at the age of 57.
- 1960s Unable to secure traditional bank financing, the company finds creative solutions including owner financing and syndicates of investors. This helps Lamar purchase smaller billboard companies and contributes to its growth under Kevin Reilly's leadership.
- 1965 President Lyndon B. Johnson signs the Highway Beautification Act into law. The act called for control of billboards along the interstate and federal-aid primary highway systems.
- 1972 Reilly forms The Lamar Corporation (TLC) in Baton Rouge, Louisiana. TLC begins providing centralized accounting and management for Lamar's 13 independently-operated outdoor advertising companies.
- 1974 Over the next eight years, Lamar acquires 10 additional advertising companies.
- 1979 Hurricane Frederick hits the Gulf Coast and creates a turning point in the company's history. Half of Lamar Advertising Company's billboards in Pensacola and 90% of its billboards in Mobile were knocked down or destroyed, requiring a six-month reconstruction. Reilly's son, Kevin P. Reilly Jr., joins the company at this time.

Lamar Advertising moves its corporate headquarters to 5551 Corporate Boulevard, Baton Rouge, Louisiana.

#### Early 1980s

Lamar continues its acquisition strategy and purchases companies in Louisiana, Tennessee, Kentucky and Missouri.

- 1983 Lamar acquires Creative Displays, the largest to date for \$49 million, adding 10 new outdoor companies and increasing revenues by 50%. At this time, management restructured forming six regions.

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- 1988 Lamar forms an Interstate Logos division, diversifying operations into another type of sign business: Contract Logo Signing.
- 1989 Kevin Reilly becomes Chairman of the Board of Directors. Kevin Reilly, Jr. (great-grandson of Charles Lamar) is appointed to succeed his father as CEO of Lamar Advertising Company at the age of 34.
- 1991 After two years in the logo sign business, Lamar wins the contract to build logo signs on interstate highways in Ohio.
- 1992 The Company opens Lamar Graphics, a printing division and begins silk screening posters.
- 1996 Lamar makes its initial public offering, trading on the NASDAQ under the symbol LAMR.
- 1997 Lamar Graphics begins printing digitally, using technology in place of the traditional silk screen process.
- 1999 After completing its \$1.6 billion acquisition of Chancellor Media, Lamar becomes one of the nation's largest outdoor advertising companies.
- Tobacco advertising is no longer allowed on outdoor advertisements.
- 2000 Lamar purchases Bowlin Outdoor Advertising & Travel Centers Inc. in a \$27.2 million stock trade, acquiring displays throughout New Mexico, Arizona and Texas.
- 2001 Lamar installs its first digital billboard in Baton Rouge, Louisiana.
- 2002 Lamar purchases American Outdoor Advertising from Landmark Communications of Virginia, acquiring 960 displays in 11 southeastern states.
- Lamar celebrates its Centennial Anniversary.
- Lamar makes its debut among the companies forming the NASDAQ-100 Index.
- 2004 Lamar purchases 611 displays in 19 states from Olympus Advertising.
- 2005 Lamar purchases Obie Media and acquires advertising space on 28 transit systems and more than 1,100 billboards in the Northwest region and Canada. Lamar also generates net revenues of more than \$1 billion for the first time.
- 2006 Lamar forms the Network Operating Center (NOC) division which monitors and supports the company's digital billboards nationwide.
- 2007 Lamar introduces the use of a single-sheet 100% recyclable polyethylene (PE) printing substrate for poster panels.
- 2008 Lamar creates an Emergency Alert System (EAS) enabling AMBER, FBI, FEMA and other emergency alerts to be displayed on digital billboards (on the local, state or national level) within minutes of notification.

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**2010** Lamar moves its corporate headquarters to 5321 Corporate Blvd in Baton Rouge, Louisiana.

Over the next two years, Lamar installs solar panels on 2,000 billboard structures in Louisiana and Florida. The systems return over 2.2 million kilowatt hours (kWh) back to the grid annually. Lamar also equips over 7,000 billboard structures in Florida and Louisiana with LED lighting and reduces overall energy usage over 70%.

**2011** Sean E. Reilly becomes CEO on February 21, succeeding his brother Kevin Reilly Jr.

Lamar launches RoadNinja, a free interstate travel app for iOS and Android devices.

**2012** Lamar sells the production portion of its business to Circle Graphics. The Lamar Graphics division begins focusing on producing three-dimensional billboard enhancements for clients.

Lamar acquires American Outdoor Advertising, expanding its static and digital billboard coverage in and around Phoenix. In November, Lamar purchases NextMedia Outdoor, Inc. for \$145 million.

**2013** Lamar Advertising Corporate Headquarters wins the 2013 American Institute of Architects (AIA) Award for Interior Architecture.

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## ABOUT LAMAR ADVERTISING COMPANY

Lamar Advertising is the nation's leading out-of-home advertising company. We specialize in out-of-home advertising and provide solutions for our customers in the form of Billboards, Digital, Transit and Highway Logo Signs. Founded in 1902, Baton Rouge-based Lamar has a broad corporate reach with over 200 locations across the United States, Canada and Puerto Rico. In addition, Lamar has 28 locations devoted to the highway logo sign business. This network provides clients with local market insight, as well as the services provided by a firm on a national scale.

With over 100 years of corporate history, over 800 media reps across North America and a market-leading inventory of over 178,000 out-of-home advertising displays, Lamar has built its reputation as the foremost out-of-home advertising company in the United States. We offer our customers a blank canvas and provide the support to deliver their messages with maximum impact, from start to finish.

We invite you to visit our website [www.lamar.com](http://www.lamar.com) or contact us for additional information.