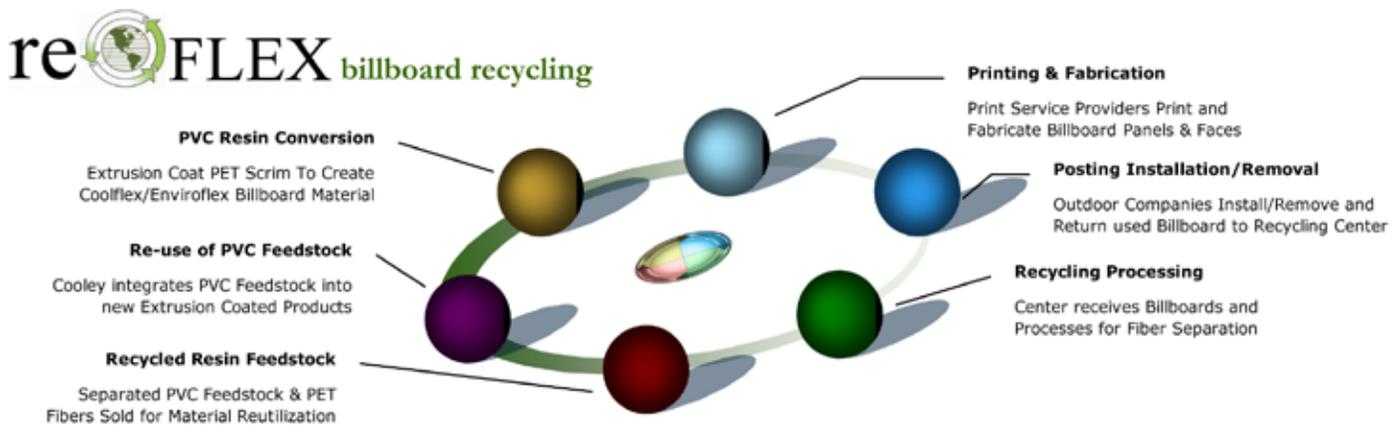




Vision Graphics' comprehensive recycling program, Re-Flex<sup>®</sup>, is based on the EPA's recognized principles, "Reduce, Reuse, and Recycle". We now offer a combination of "3R" recycling solutions to the outdoor graphics market. The Re-Flex program ensures that reclaimed billboards are disposed of responsibly, reducing the overflowing burden on landfills and minimizing the total environmental impact of old billboards. Working with various organizations, including the Outdoor Advertising

Association of America (OAAA), the Re-Flex program is building an infrastructure to increase the reclamation of old billboards. Vision is working with vinyl manufactures to provide certified closed-loop recycling programs for used billboard faces. Re-Flex utilizes a combination of product reuse and material recycling as the core of these programs thus providing responsible disposal options for customers to keep their billboards and banners out of landfills.



## RE-FLEX OPTIONS

Reuse is built around a network of domestic and offshore organizations that reuse billboard faces. We work with our clients to match used billboards with organizations who create "down-cycled" products. Reuse is recognized as the best recycling channel to extend the life of a material using the least amount of energy. Products made from used billboards can be converted and sold in the consumer market as fashion handbags, wallets, backpacks, rain ponchos, shade structures, floor liners and grocery bags.

Recycling is a closed-loop process that converts used PVC billboards and banners into a reusable PVC feedstock. Vision works with our clients to coordinate the collection of used billboards at the end of their posting cycles. We send them to a recycling center where a proprietary process is used to separate the PVC resin from the polyester scrim,

yielding a clean PVC feedstock. The feedstock is then introduced into other vinyl products at domestic manufacturing facilities. Products manufactured from this recycled PVC feedstock include, roofing membrane, walk pad, and the black backing and block-out layer in our print vinyl.

Customers can request a certified process that incorporates both reuse and recycling. A fee will be charged for certification. When used PVC leaves our facility, it is sent to the recycling center using a documented chain of custody. The billboards undergo a series of processes that result in their "certified destruction".