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**SIGNS HIGHLIGHT TIMES SQUARE AS BEST BACKDROP FOR
MACY'S THANKSGIVING DAY PARADE**

New York, NY. Starting tonight at 8 pm and running throughout Thanksgiving Day, many of the digital signs in Times Square will carry special messages saluting the 85 year tradition of the Macy's Thanksgiving Day Parade in Times Square. The displays include vintage photographs of parade balloons floating above the famed Times Square streets. These iconic images will serve as a reminder of the rich history of the parade and how important it is both economically and image-wise for the City to keep the parade passing through the Crossroads of the World.

City officials have announced plans to move the parade to 6th Avenue in 2012. However, the Times Square Advertising Coalition (TSAC) continues to work closely with the Times Square Alliance, the Broadway League, the Broadway Association, the Hotel Association and others in an effort to convince the City to keep the parade in Times Square. The groups believe a move from Times Square would diminish the parade experience for the millions who watch the parade in person and on television, resulting in economic losses for hotels, restaurants and other Times Square businesses and lost tax revenues to the City.

TSAC Chairman Alan High said: "For 85 years the Macy's Thanksgiving Day Parade has been synonymous with Times Square. The balloons and floats have been here for a reason - because it is the most exhilarating visual location in the City, if not the world. We can't imagine the impact being the same on 6th Avenue."

Fred Rosenberg, President of TSAC, stated that: "The proposed move to 6th Avenue is clearly not in the best interests of New York. Times Square is the best advertising for the City and kicks off the start of the holidays. This is why outdoor advertisers are marking today's parade with some great photos of the Times Square backdrop."

Participating signs include: ABC Super Sign, Clear Channel Spectacolor, NASDAQ, Thomson Reuters, TDK, TSQ Digital and Walgreens. The signs will display different images, representing a tribute to the rich history associated with Times Square and Thanksgiving, approximately 10 times per hour from 8 pm Wednesday through 8 pm Thursday. Included are photos of such crowd favorites as Betty Boop (1996), Superman (1980) and Woody Woodpecker (1986). The oldest photograph to appear is from the 1940 Thanksgiving Day Parade.

The Times Square Advertising Coalition represents the key branding, marketing and advertising stakeholders in New York City's Times Square. The Association works to ensure that Times Square remains the most colorful and vibrant commercial corridor on earth, guaranteeing optimal brand exposure and excitement for its media partners. For more information, please visit: www.timessquareadcoalition.org

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