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CONTACT:

Chris Wessling
Media Relations Specialist
Green Group Media
(817) 201-2822
chrisw@greengroupmedia.com

**Bill Utter Ford Installs Largest State-of-the-Art
Highway LED Display in North Texas**

Dallas, Texas – May 26, 2009 – Bill Utter Ford car dealership in Denton, Texas is grabbing attention and turning heads, thanks to a new double-faced 65’ tall highway marquee featuring a state-of-the-art digital LED display.

Installation of the new marquee was completed Thursday, May 21, 2009 – just in time for Memorial Day weekend and the dealership’s summer sales push. “The decision to make the commitment to install this sign at this time, in light of the current economy was not an easy decision,” said Bill Utter, Owner of Bill Utter Ford. “However, in looking at all of the factors involved it did seem to be the right time to help position us to move forward in a recovering economy.”

Bill Utter Ford contracted Dallas-based Green Group Media to provide a turnkey solution by designing, manufacturing, fabricating and installing the large-format light emitting diode (LED) display. “This project is a sign of Mr. Utter’s long term vision for his dealership - even in this economy - and his continued commitment to providing outstanding service to the North Texas area for years to come,” says Green Group Media account manager, Brian Bachman.



The GLite Pro 25mm pitch display boasts over 4.4 trillion colors and engineered to achieve the high color contrast, thus ensuring the highest image quality. “The exciting part of this LED sign will not only be our ability to communicate to the public on I-35 by announcing customer incentives and deals, but also the ability to promote civic events and community awareness, and let people know we are here to stay,” said Utter.

Green Group Media designed the marquee in three separate sections. The marquee features the Green Group Media GLite Pro LED system with a walk-in cabinet for easy serviceability. The GLite Pro

LED system is capped with a lighted identification sign featuring 24" tall LED backlit channel letters that display the name "BILL UTTER FORD" on both sides of the marquee. Finally, Green Group Media fabricated and incorporated a new neon-backlit "Pre-Owned Cars" sign mounted on the pole about midway to the top of the sign.

The GLite Pro utilizes state-of-the-art electronics with remote management and diagnostics. "Our diagnostics system notifies us via email if there are any problems with the display," said Green Group Media Project Manager, Roger Van Houtan. "We can even tell if an individual LED is malfunctioning."

"Mr. Utter's dealership was in a difficult situation due to the depth of the grade on his property and the height of the Post Oak Drive bridge. Folks driving from the north simply could not see Mr. Utter's dealership until *after* they have past the exit or driven under the Post Oak Drive bridge," said Bachman. To alleviate the poor line of site, Green Group Media worked with the City of Corinth to secure a variance to increase the overall height of the sign.

The double-faced marquee measures 12 feet high by 16 feet wide, and will stand nearly six stories above ground on Interstate-35, just south of Post Oak Drive. The new sign will help Bill Utter Ford stand out in a crowded automotive marketplace. With its new LED display, Bill Utter Ford can now reach customers 24 hours per day, 7 days per week, 365 days per year. "Being the first dealership to utilize an LED display of this size in the area, Mr. Utter has once again set himself apart from the multiple dealerships that line I-35. This display will provide unlimited marketing flexibility and allow Bill Utter Ford to better communicate with the 150,000 travelers that pass his dealership every day." said Green Group Media, Managing Partner, Randy Stern.

"Green" LED Display

The GLite Pro LED display uses environmentally friendly energy efficient LEDs. LED's use about 1/30th of the amount of energy as incandescent light bulbs, and last for 100,000 hours of continuous operation (11 years) as compared to an incandescent light bulb lasts for 5,000 hours. "We are using the latest LED technology getting a very bright display (greater than 6500 nits) and very low power consumption," said Van Houtan. "Two years ago it would have taken twice the power to run this same sized sign."

Additionally, the GLite Pro display generates less heat and is equipped with an automatic brightness sensor that minimizes light pollution by automatically adjusting the display's brightness output according to the day or night conditions.

About Bill Utter Ford – Bill Utter Ford is a family owned and operated dealership. The dealership has been serving customers in North Texas since 1956. The Utter Family also owns dealerships in Sherman, Denison and McKinney. For more information about Bill Utter Ford visit www.BillUtterFord.com, or call us at (940) 321-7400.

About Green Group Media -- Green Group Media is a full service digital advertising company. We specialize in implementing cost effective, energy efficient and environmentally friendly LED and LCD signage solutions. Green Group Media provides concept to completion turnkey digital advertising solutions for auto dealers, sporting venues, digital billboards and commercial real estate facilities worldwide. Green Group Media provides the following pre-installation services; consultation, design, fabrication and installation, as well as, content creation, distribution, service and maintenance following installation. For more information on how we may be of service to you, please visit us online at www.greengroupmedia.com, or contact us toll-free at (800) 795-9291 or via email at sales@greengroupmedia.com.

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