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Billups to Acquire HEED Media

- Minneapolis-based agency to complement Billups' existing footprint with local market expertise -

PORTLAND, OR (January 9, 2015) – Billups, the nation's largest independent Out-of-Home (OOH) media specialist agency, today announced the acquisition of HEED Media, an OOH media specialist agency based in Minneapolis, Minnesota. As a part of the acquisition, HEED Media Principal, Tony Stoering will join the Billups team. The agreement will complement Billups' existing footprint, providing local market presence and expertise in Minneapolis, one of the top advertising markets in the U.S.

"This is an integral acquisition for us as we look to grow our presence in Minneapolis and throughout the Midwest," said Ben Billups, CEO. "The companies' combined capabilities will make us a powerful resource, providing our clients with the most advanced traditional and non-traditional OOH media engagement opportunities available."

"Billups is revolutionizing the OOH media industry and I am thrilled to tap their extensive bandwidth and internal job management capabilities," said Tony Stoering. "Our commitment to producing great results is constant. By joining with Billups, we continue to address our client needs, provide ROI and evolve OOH media engagement."

Stoering joins Billups with a strong background in both traditional out of home and non-traditional/experiential marketing. By combining Billup's OOH media intelligence with Stoering's market expertise, Billups will be well positioned to deliver solutions that can transform the future of OOH consumer engagement while elevating traditional advertising mediums for their expanded client list throughout the Midwest.

About Billups

[Billups](#) is a full-service out-of-home (OOH) media specialist agency based in Portland, Oregon. Billups provides traditional, non-traditional and digital OOH media for agencies and their advertisers. Services include media planning, buying, production, posting and post-buy evaluations. Billups was recently named to *Forbes'* list of "America's Most Promising Companies," and one of Oregon's "Fastest Growing Private Companies" by the *Portland Business Journal* both in 2013 and 2014. The company has over 80 employees across 10 U.S. cities.

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