

Exhibit 110

Evolution of the Special Sign Permits in Washington DC By Don MacCord

In the summer of 1998, I started a company called Wall-to-Wall Advertising, Inc to develop a spectacular outdoor advertising opportunity I had identified in our nation's capital. I had discovered that if we kept the ad's very pictorial (like a mural) and used sponsorship language at the very bottom of the sign, the City did not know how to address these spectacular walls and left me alone. The city's very restrictive billboards regulations only addressed freestanding billboard structures and failed to include wall signs and rooftop spectaculars in the legislation. Through this loophole, I identified and leased 42 locations and had my first ad sales in the winter of 1999.

My first client was [REDACTED]

[REDACTED] The location was 90' x 90' on 14th street right downtown. Once I got through this first contract I was able to post [REDACTED] and other national clients. I had effectively opened the last virgin market in the US and it was in Washington D. C.

I operated the business for two years, exploiting the loophole I had discovered in the building code. I knew this window of opportunity was going to slowly close if I did not create a new building code to address my spectacular walls signs and I also needed to become more familiar with the outdoor advertising business. So in spring of 2000, I JV'd with the largest privately held boutique outdoor company in the US, [REDACTED]. Their claim-to-fame was that they built the majority of Time Square, the Sunset Strip and Tokyo and were considered the top firm in the US for new development, sales and organic growth. Once the transaction was completed, I started as a [REDACTED] VP protégé under [REDACTED] considered the best sign designer and developer in the county and [REDACTED] a legend in the outdoor sales arena. I was blessed to be able to learn this great business under these two legends and we worked shoulder-to-shoulder to write and pass the Special Sign Code in D.C. This new code left our fledgling business with 32 special sign permits that were good for all perpetuity. We could relocate, rebuild and keep these great spectacular signs forever. This was unheard of in our industry. We also closed down the market so that no other sign companies could come in and compete for locations or try to obtain new permits.

This new code vested all of our hard work and solidified me in the outdoor world. We were able to achieve a unanimous vote on the legislation and had the chairman of the financial committee, Council Member Evans, personally endorse our new sign program and become a strong advocate for what we are working on today.

I hope this brief overview gives you a look into the unique opportunity that we created in our nation's capital and helps assure you that the projects we are currently working on will follow this same proven path.