

Re-Imagining Shopping Malls

Generate New Revenue from Thin Air



Re-Imagining Shopping Malls

Big Spaces and Even Bigger Opportunities



Galleria at Tyler (Riverside, CA)

Revenue Magic

Where most people see a blank surface or empty space, Britten envisions opportunities for new advertising revenue. Our breathtaking and innovative banner advances make it easy for malls to generate additional revenue. You've already got the space... now let us help you turn it into dollars! The possibilities are virtually limitless:

- Entrances
- Escalator walls
- Elevator shafts
- Elevator interiors
- Courtyards
- Ceilings
- Floors
- Bulkheads

Welcome to a new era in mall revenue – made possible by Britten innovations in display installation, printing, design and service. Britten can show you how to turn existing mall space into advertising dollars.

Imagine a multi-story banner hanging from your central courtyard dome. Or a high-impact decal extending the entire length of an escalator's outside wall. Or a dazzling ad stretched top-to-bottom around a freestanding elevator shaft. Now imagine every piece easily installed... and just as easily replaced with the next new ad buy.

New technologies from Britten make unprecedented mall advertising possible and profitable – and so attractive to potential advertisers that your new revenue stream can start flowing in the first month.

In Plain View. Thanks to Britten's market-inspired innovations – including our patented lift-free banner hoisting system and digital mesh-print technology – potential ad space is everywhere.

And so are potential advertisers. Britten ingenuity makes it easy to attract advertisers of all kinds: in-mall retail chains and stores, national companies such as beverage, fashion and digital services firms, and local groups including hospitals and automobile dealers. Plus, Britten's program offers a wide assortment of ad products, so you can sell multiple placements per client, from mall entries to storefronts.

Now Earning. Today, a growing number of major mall developers – such as General Growth Properties (GGP), Simon Property Group, CBL, Westfield Group, and others – are relying on Britten as their turnkey ad program partner.

Britten Shopping Mall Advisors are helping these customers make large-scale advertising a profitable part of their everyday mall experience, simultaneously exciting shoppers and shareholders.

1.800.426.9496
www.BrittenBanners.com

Britten's BannerDrop™ ceiling hoist system lets malls display and change an endless succession of ad banners without lift rentals or labor costs. Just push a button and it's done!



Fashion Centre at Pentagon City (Arlington, VA)



Fashion Valley Mall (San Diego, CA)



The Domain (Austin, TX)

Everything You Need To Make Money...

Everywhere You Look. Whether you start with one mall or many, our experienced Britten Shopping Mall Advisors will be there to help you plan and implement every phase of your program including installation. Our nationwide network of professionals delivers ongoing, on-site operations management – soup-to-nuts services and support – right when you need it.

Your program's success becomes our mission.

Finding the Space. We start with identifying and measuring all potential ad placement areas within your mall, then compile the strongest opportunities into a portfolio your sales team can take straight to prospects.

Our new SignSpace DataBase™ tool helps track ad space availability, costs and scheduling, further speeding sales.

Creating Ads. Britten's state-of-the-art digital equipment prints images on solid decals, view-through decals, banners 100 feet or more long, and on materials ranging from stretch mesh to rigid board to paper, poly and fabric. We can apply ads to just about any surface area – floors, columns, ceilings – so virtually every area can generate revenue.

And with our award-winning in-house design studio, malls can sell space to the broadest range of advertisers, from well-branded international companies to marketing newcomers.

Installing Wherever and Whenever. Britten's exclusive, patented mounting mechanisms are often at the heart of a mall's ad program, making installation and rotation easy and cost-effective. Our nationwide professional installation force offers extra convenience and efficiency. Armed with specialized installation equipment and a zealous dedication to each client, we get materials in place on time.

Britten makes even high placements unbelievably easy and cost-effective with BannerDrop®, our ceiling hoist display system. Display and change the endless succession of ad banners you sell without lift rentals or labor costs. Just push a button and it's done!

Britten: The Trusted Shopping Mall Ad Partner

Armed with specialized installation equipment and a zealous dedication to each client, Britten gets your materials in place on time.



Britten's partnership with leading mall developers is changing the profit profile of hundreds of malls. Simon Property Group, General Growth Properties (GGP), Westfield Group, CBL and numerous regional firms are among the developers using Britten's programs to generate new revenue from their properties across the country and around the world. Examples include:

Anchorage 5th Avenue, AK
 Dadeland Mall, Miami, FL
 Fashion Centre at Pentagon City, DC
 The Galleria at Houston, TX
 Lenox Square, Atlanta, GA
 Menlo Park, Edison, NJ
 Miller Hill Mall, Duluth, MN
 Northgate Mall, Seattle, WA
 Northridge Fashion Center, Northridge, CA
 Pabellon Altavista, Mexico City, Mexico
 Roosevelt Field, Garden City, NY
 Westfield Burwood, Australia
 West Towne Mall, Madison, WI
 Whaler's Village, Maui, HI

Here's a small sampling of the internationally-recognized brands and businesses that have counted on Britten's innovative shopping mall advertising solutions to build their revenues:

AT&T	Movado
Comcast	Nordstrom
Disney	Qwest
Eddie Bauer	Sephora
ESPN	Tab
General Motors	Visa

... plus local and regional advertisers

To learn what Britten can do for your properties, speak to one of our Britten Shopping Mall Advisors. It could be the start of a very productive – and profitable – relationship!

How Britten says "Yes."

Where there's a need, Britten finds a solution, developing innovative technologies and services to meet a special challenge or create new opportunities. Our commitment to saying "Yes" to partners has led to these revolutionary advances for Shopping Malls:

- **BannerDrop®** – mounts banners with pushbutton ease, eliminating expensive lift rentals and insurance fees
- **BannerStretch™** – elegant "frames" for large-format images anywhere
- **BannerBooster™** – our wall-mounted, lift-free banner solution
- **Large-Scale Decals** – opaque or see-through images, long or short, high or low
- **AdMesh™ Banners** – the ultimate advertising wrap
- **ColorJazz Digital Printing** – dazzling banners up to a seamless 16' x 150', even larger if needed
- **Digital MallPaper™** – transforms blank walls and empty storefronts into hi-quality ads

To learn more about any or all of these advances, talk to your Britten Shopping Mall Advisor or visit us at www.BrittenBanners.com.

Ready to go? Want to learn more?
 Call us toll-free 24/7 at 1.800.426.9496 or visit www.BrittenBanners.com

