



NEWS RELEASE

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VIU MEDIA ANNOUNCES TRANSACTION WITH LAMAR ADVERTISING COMPANY

SAN JUAN, PUERTO RICO (February 27, 2006) – QMC Media (d/b/a VIU Media) announced today that it has finalized a merger transaction whereby Lamar Advertising Company (Nasdaq: LAMR) acquired the shares of QMC Media and its subsidiaries and affiliates for an undisclosed amount of cash.

“This merger is the natural progression of what we set out to do six years ago. The time had come to provide liquidity to our investors and take our venture to the next level. Lamar is the perfect company to do this with. We share the same passion for the outdoor advertising industry as well as a relentless focus on innovation and providing unparalleled customer service.” said QMC Media chief executive officer Rafael A. Somoza and President José R. Stella.

The two co-founders added: “We are extremely pleased to be merging with whom we believe to be the premier US operator in the industry. We view this transaction as a great opportunity for VIU Media, its employees, clients and shareholders alike.”

VIU’s day to day operations will continue to be led by current general manager Manuel Miranda and his team. Mr. Somoza and Mr. Stella, the founding partners, will continue to be involved locally, overseeing the development of several projects and initiatives to be rolled out in the near future.

“We are excited about becoming part of the Puerto Rican market,” said Kevin P. Reilly, Jr., Chairman, President and Chief Executive Officer of Lamar. “With the help of very skilled leadership, VIU has established a strong local position. We look forward to building upon that excellent foundation.”

Signal Hill Capital Group, a Baltimore-based investment bank, advised VIU Media on the transaction.

ABOUT LAMAR

Lamar Advertising (www.lamar.com) is a leading outdoor advertising company and currently operates 153 outdoor advertising companies in 43 states, logo advertising businesses in 19 states and the province of Ontario, Canada, and 73 transit advertising franchises in the U.S. and Canada.

ABOUT VIU

Founded in late 1999 by Rafael A. Somoza and José R. Stella with the backing of a group of local and U.S. investors, VIU Media is Puerto Rico's largest provider of bulletin-sized billboards. During 2004, the Company was the recipient of Ernst & Young's Entrepreneur of the Year Award in the Media category.