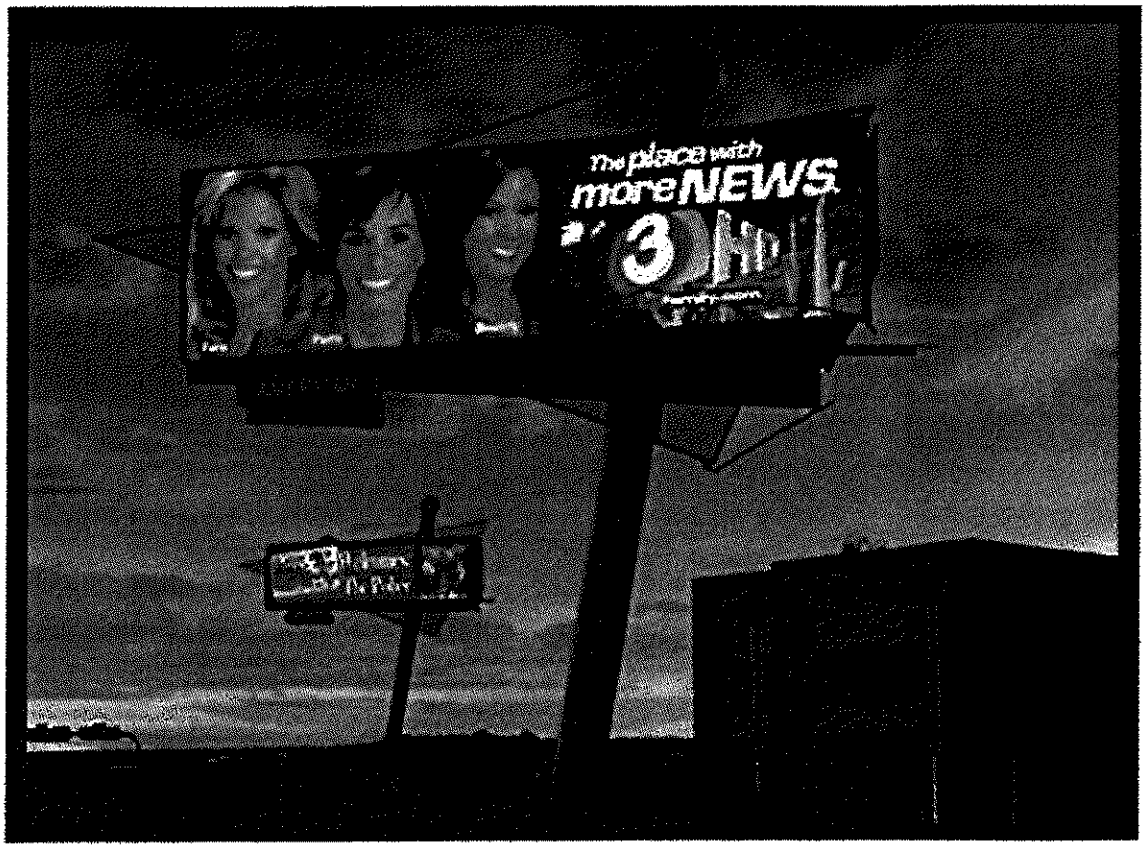
SAN LEANDRO UNIFIED SCHOOL DISTRICT



REQUEST FOR QUALIFICATIONS AND PROPOSALS

DIGITAL BILLBOARDS PROJECT # SLUSD-2013-5

American ★ Outdoor
ADVERTISING

1702 E Highland Avenue, Ste. 304 Phoenix, AZ 85016
602.687.9220 phone 602.926.8247 fax

American ★ Outdoor
ADVERTISING

Dear Sir or Madame,

American Outdoor Advertising, LLC (dba American Digital Outdoor, LP, in California), is a privately held Company whose principals are Tom LeClair and Jonathan Levine.

The Company operates approximately 500 outdoor advertising displays in California, Nevada, Arizona, and New Mexico. In 2007, we were the first outdoor advertising company to implement digital technology in the Phoenix, Arizona market; and more recently, we installed the first and only digital display in the San Diego metropolitan area.

The San Diego project was the result of a similar situation as the San Leandro Unified School District RFP. An RFP for the installation of a Digital Display on city owned land adjacent to Interstate 5 was put forth by the City of National City. American was actually the 'runner-up' to a large multi-national/publically traded outdoor advertising company; but after the initial 'winner' failed to perform, we were contacted and have brought the project to a successful conclusion. Our persistence, along with our accessibility, is the reason we feel the San Leandro Unified School District would best be served by choosing American as its partner in this project and we would feel privileged to be selected.

Respectfully Submitted,

Tom LeClair

Company Contacts:

Tom LeClair
Jonathan Levine
1702 E. Highland #304
Phoenix, AZ 85216
Tel: (602)687-9220 Fax: (602)687-8930
E-Mail: tom@americanoutdoor.net jonathan@americanoutdoor.net

SAN LEANDRO UNIFIED SCHOOL DISTRICT

REQUEST FOR PROPOSAL

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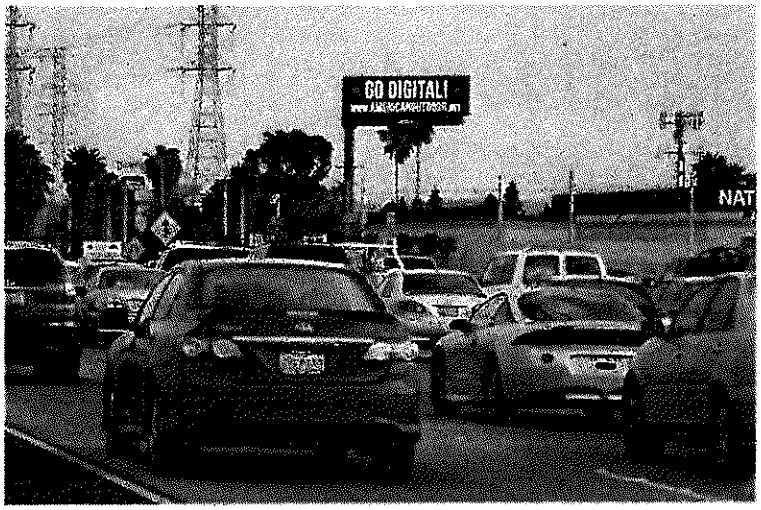
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3.3.1 - Firm Name

American Outdoor Advertising, LLC
(dba American Digital Outdoor, LP,
in California)



ADDRESS:
1702 E. Highland #304
Phoenix, AZ 85016

American Outdoor Advertising was incorporated in 1996 as a Nevada Limited Liability Corporation and has been in continuous operation since that time.

3.3.2 - Brief History

The owners of American Outdoor have been in the outdoor advertising business since 1984. Tom LeClair has been an independent owner/operator since that time and Jonathan Levine started his career as a sales associate at Outdoor Systems Advertising, which eventually became CBS Outdoor (contact information for both individuals above). They both play day to day roles in the company; LeClair oversees real estate development, Levine acts as CFO, and both are active politically in public relations with the many municipalities in which American operates. Both are authorized to negotiate on the company's behalf.

3.3.3 - Firm Ability To Preform

American Outdoor banks with JP Morgan Chase and is debt free. Business and personal financial references are available. Tom LeClair has thirty years of experience managing the fabrication and installation of outdoor signs and is confident this site will pose no significant challenges.

3.3.4 - Firms Marketing Ability

American's five person sales staff is expected to not only secure local ad clients for the displays, but also travel extensively coast to coast to visit with and secure regional and national advertisers through an already established network.

3.3.5 - Insurance

Our Insurance underwriter is Travelers Property Casualty Company of America and San Leandro Unified School District will be named as an additional insured on our $5,000,000 policy. Also, we are happy to post a bond or secure a letter of credit and have done so in the past upon request.

3.3.6 - Litigation

American has not been involved in litigation of any kind in the past five years.



3.3.7 - Firm Legal Entity

American Outdoor, L.P., is a Limited Partnership in California

3.4.1 - Billboard Lease Examples



(1) Billboards where landowner is a public entity

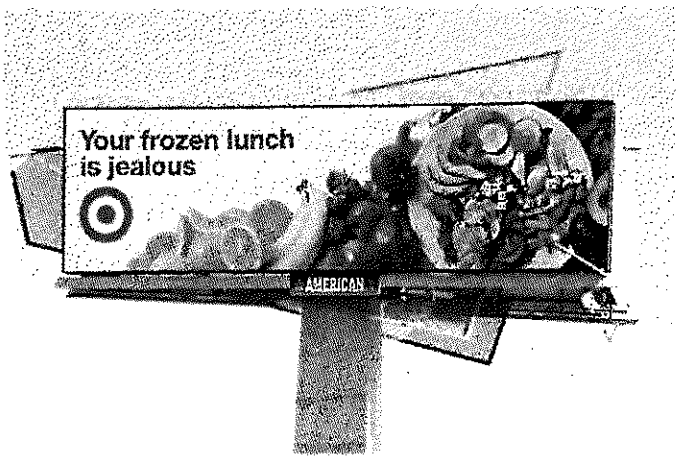
- **a.** City of Phoenix Aviation Department, Sky Harbor International Airport, Phoenix, AZ. Lease Commenced 2010
- **b.** City of Glendale, Park and Ride Facility at Loop 101 Hwy and Glendale Ave., Glendale, AZ. Lease Commenced 2009

(2) Digital billboards on leased property

- **a.** Tempe Marketplace at Loop 202 Hwy and McClintock, Tempe, AZ, Landlord: Vestar Holdings. Lease Commenced 2007
- **b.** 169 E. Tropicana Blvd., Las Vegas, NV, Landlord: Pacific Coach Investments. Lease Commenced 1998

(3) Static billboards where the landowner is a public entity

- **a.** I-40 at Arizona Milepost 251, Landlord: City of Winslow, AZ. Lease Commenced 1997
- **b.** Glendale Ave. and 99th Avenue, Landlord: City of Glendale, AZ. Lease Commenced 2009



(4) Static billboards on leased property

- **a.** I-95 at Decatur, Las Vegas, NV, Landlord: LDR Enteprises. Lease Commenced 2003
- **b.** I-25 at Comanche Blvd., Albuquerque, NM, Landlord: Andell Edwards. Lease Commenced 1992

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3.5 - Financial Return

For the privilege of a Ten Year Lease, with an option to extend for a second Ten Year Term, American Outdoor would pay a Base Rent of Ten Thousand Dollars ($10,000) per month, or Thirty Three (33) percent of the gross advertising revenue (after Ad Agency Commissions if applicable), whichever is greater; with the first Ten Years Rent ($1.2 Millon) paid in advance upon issuance of the City of San Leandro and Caltrans Building/Use Permits.

The Ten Year Lease Term would Commence on the first day of the first month after the utility meter is installed by the power company and the sign is energized. The percentage rent would be calculated annually in arrears on the anniversary date of the Commencement of the Lease and any percentage rent overage would be due at that time, if applicable.

American would be responsible for all costs incurred relative to the Sign from Permit Fees, Sign Fabrication and Installation, Utilities, Insurance and Ongoing Maintenance.



3.6 - Drawing

The proposed Sign Structure's Digital Displays would be the standard industry size of 14'x 48'; and the overall height of the sign would be approximately 80 feet. In poor soil conditions, this would require a spread footing, 24' x 24' by five feet deep, with tied rebar mats.

The below rendering was used for a Digital Display we installed adjacent to the Spring Training Home of the Los Angeles Angels, in Tempe, Arizona. The details and architectural elements of the sign mimic those of the stadium itself. We would be happy to work with the Burrell Field Architects to incorporate some of their on-site designs into the Sign.

