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ANC NAMED SPORTS AGENCY OF RECORD FOR DISCOUNT TIRE

Role is Highlighted by Ad Sales for in Venue TV Visual Signage

PURCHASE, NY - June 14, 2023 – As ANC embarks down a new road in its long journey as a leader in the digital signage and visual display industry, it's only fitting to have a giant in the automotive industry by its side.

As one of the leading independent tire and wheel retailers in the U.S., Discount Tire – which also does business as America's Tire in parts of California and Pennsylvania – has named ANC its Sports Agency of Record handling sports advertisements. In this role, ANC will serve as the exclusive advertising sales representative and a strategic planning partner for the brand's TV visual signage in professional and college team sports facilities across the country.

ANC began working with Discount Tire eight years ago, primarily handling spot buys for the retailer in key markets of growth on a short-term basis. Earlier this year, ANC helped Discount Tire secure a comprehensive advertising package built around TV visible signage in the World Baseball Classic. ANC will work with Discount Tire's internal media planning and buying teams on additional special events as its core responsibilities as the agency of record handling sports advertisement.

ANC also recently negotiated a multi-year exclusive partnership with The Women's National Basketball Association (WNBA) and Discount Tire and one of its top-selling brands, Continental Tire, which have been named the Official Tire Retailer and Official Tire of the WNBA. As part of the partnership, Discount Tire and Continental Tire will receive media exposure across a variety of platforms including through TV visual signage, and on court virtual signage during WNBA national broadcasts, as well as across the league's official social and digital sites. The WNBA and its newest partners will also collaborate on future promotional efforts. Discount Tire operates retail stores in nine of the WNBA's team markets and offers online tires and wheels sales to all consumers across the U.S.

Since the purchase of ANC by C10 Media from Learfield, ANC has dialed up its advertising sales function, an expertise that has been a key to its success for much of the company's 25-year history.

"We're thrilled about our growing partnership with a leading advertiser like Discount Tire," said Jerry Cifarelli, Jr., CEO of ANC. "With our unparalleled network of relationships across leagues, teams and facilities and a heritage of representing national advertisers for sports and entertainment venue signage, this partnership is an ideal fit. Our long and established relationships provide a level of service, efficiency and pricing to advertisers that is unmatched. In this expanded role we can also deliver added value to our teams and facilities by

complementing their ad sales function with access to new revenue streams. It's a win, win, win across the board for Discount Tire, ANC and its partners."

"Discount Tire is honored to expand our work with ANC and strengthen the visibility of our brand with sports properties to which our customers can relate," said Steve Fournier, Jr., senior vice president of omnichannel and marketing at Discount Tire.

ABOUT ANC

As a leader and innovator in the digital signage and video display industry for more than 25 years, ANC transforms a wide range of commercial spaces, from best-in-class sports and entertainment venues to iconic transportation hubs and retail destinations, into immersive and unforgettable digital media experiences. It's diversified suite of services delivers the ideal blend of creative multimedia advertising solutions, innovative audiovisual technologies, deep technical integration expertise, and flawless operational execution to offer the industry's most trusted single-source solution. ANC's iconic partners include the Washington Commanders, Westfield World Trade Center, The Howard Hughes Corporation's Seaport District Pier 17 and Tin Building, Philadelphia's Wells Fargo Center, Boston Red Sox, the Indiana Pacers' Gainbridge Fieldhouse, the Cleveland Cavalier's Rocket Mortgage FieldHouse, and college and university venues across the United States. To learn more about ANC, visit: www.anc.com

ABOUT DISCOUNT TIRE

Discount Tire, based in Scottsdale, AZ is a leading independent retailer of tires and wheels. Founded in 1960 by Bruce Halle, the company serves customers at more than 1,100 stores in 37 states. The company does business under the trade name Discount Tire in most of the U.S. and America's Tire in parts of California and Pennsylvania. Discount Tire acquired Tire Rack, a direct-to-consumer tire retailer and distributor, in 2021. Treadwell, Discount Tire's proprietary online tire-buying guide uses decades of data and individual driving habits to recommend the right tires for each driver's unique needs. Discount Tire is a primary sponsor of the No. 2 Ford Mustang in the NASCAR Cup Series. For more information, visit www.discounttire.com

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