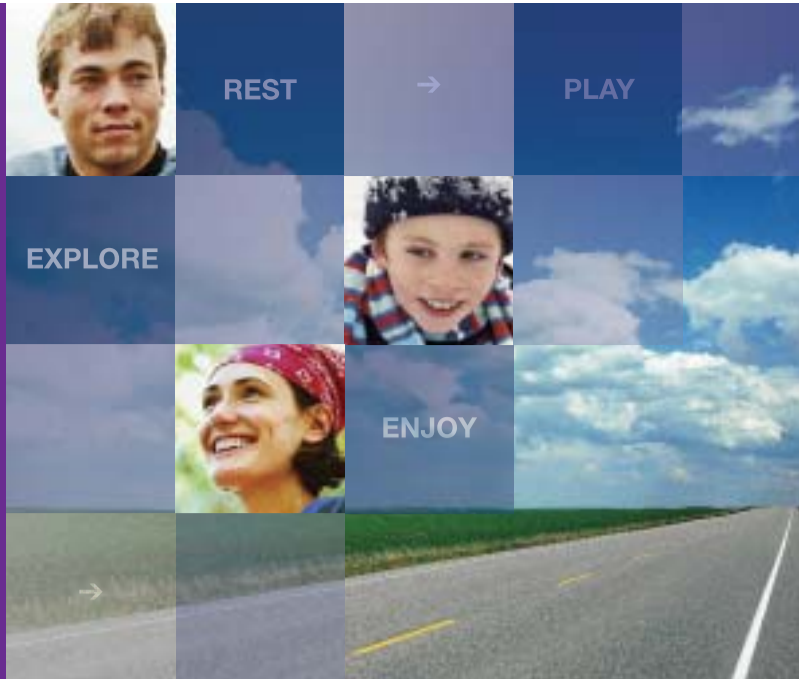


Sign up ALBERTA

■ ■ ■ ■ Tourism Highway Signage Program

Logo Signs
Signs for essential motorist services:
Gas, Food & Lodging



Heading in the right direction...

As of May 2004, Sign Up Alberta replaces the former highway sign program with one that is more informative and efficient. The new tourism sign program provides easier to read signs and consistent guidelines, and meets standards common to North America. Sign Up Alberta will allow Albertans, and visitors from around the world, to easily find what they're looking for on the province's highways. The transition will take place over the next two to three years as the current brown signs are gradually replaced with new blue ones.

The former Community Business Sign program will be gradually replaced with Logo Signs over the next two to three years.



Current: Community Business Sign



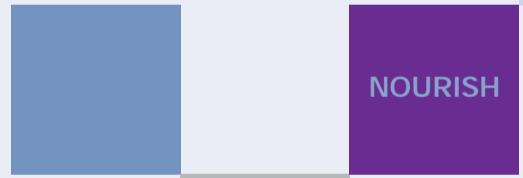
New: Logo Sign

The Sign Up Alberta program

This program deals with two major components of tourism signs: Logo Signs and Tourist Oriented Directional Signs, or TODS.

Logo Signs direct motorists to essential services such as gas, food and lodging.

TODS provide directions to tourist attractions and facilities. Motorists will identify the new Logo Signs and TODS by their blue background colour.



A new direction for Alberta tourism

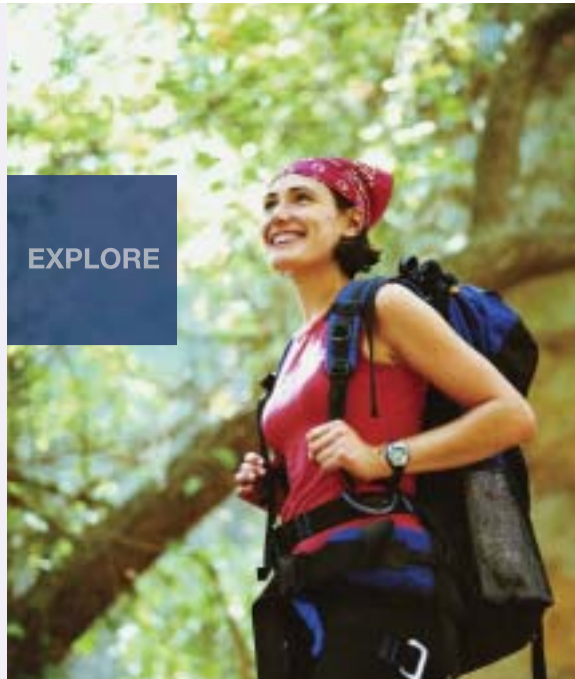
Logo Signs are designed to meet North American standards for tourism signs. The new signs are great news for tourism operators in rural communities because the new signs make it easier for motorists to locate essential motorist services near the highway. Logo Signs also reduce visual clutter on the highway, helping motorists find their way to local services safely and easily.



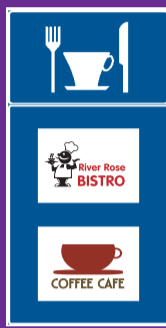
THE LOGO SIGN ROUTE

EXPLORE

Each sign has a symbol of one (or, at most two) of the three categories of essential motorist services at the top. The spaces at the bottom can be filled with the logos or business names of companies that offer those services. This simple layout, in combination with simple and recognizable logos, allows motorists to easily identify these essential motorist services when travelling at highway speeds.



Logo Signs are used to identify essential motorist services along the highway where the travelling public can stop to obtain gas, food and lodging.



*Note: There are several other tourist highway signs that are not part of the new Sign Up Alberta program. The provisions for these remain the same.

Who can apply?

You are eligible for a Logo Sign if you provide an essential service (gas, food, lodging) and you:

- Are open to the general public
- Comply with all municipal, provincial and federal laws regarding health, public safety and business operations
- Maintain washroom facilities as required by health authorities



ENJOY

It's simple to apply

A one-window approach provides a fair and equitable system for tourism operators across the province when applying for signs:

- Your application is evaluated using up-to-date operational criteria guidelines
- If you meet the criteria, your application is approved within 30 days
- If additional information is required, you will be notified within the 30-day timeframe
- In the event of a refusal, you have the right to appeal

Find more information on this program at www.SignUpAlberta.com



For more information, please contact:



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