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Destination Media, the US based digital out-of-home television network, has announced that its C-Store (convenience store) TV network has expanded to additional locations in Los Angeles, San Diego and Phoenix from its base in New York.

Mirroring its sister network, Gas Station TV's expansion and roll out plan, C-Store TV will continue to install in locations already equipped with the Gas Station TV network. With this continued growth, Destination Media's reach will top 250 million viewers annually by the end of 2008.

The Gas Station TV/C-Store TV partnership creates a compelling media destination for consumers and marketers. Promotional ads on Gas Station TV direct customers into the convenience store where they receive reinforced messaging on C-Store TV.