

THE SPECTATOR

A QUARTERLY CORPORATE NEWSLETTER

INSIDE THIS ISSUE:

<i>Atlanta Bread Co.</i>	2
<i>Rocky Mt. High</i>	2
<i>Bouchard Signs On</i>	2
<i>Near Total Recall</i>	3
<i>Critics Reviews</i>	3
<i>CEO's Corner</i>	4
<i>Sales Veeps Added</i>	4

•For more information, to receive free samples or request a mock-up with your Company logo, to request program quotes, or to be added to our mailing list, please

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•Call us at:
770 420 8250

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gposton@stadiumtray.com



The Food and Beverage Tray
That Delivers
Your Advertising Message

TRUMP HOTEL & CASINO RESORTS' TAJ MAHAL AMONG PROPERTIES PROMOTED AT SPECTACOR'S WACHOVIA CENTER

Highlighting the dynamic marketing capabilities of Spectator Advertising Solution's StadiumTRAY™, Trump Casino Resorts, Inc. (THCR) is utilizing the unique sponsorship advertising platform at Comcast-Spectacor facilities in Philadelphia to drive its business locally by placing its brand and message in the lap of thousands of fans at the Wachovia Complex.

StadiumTRAYs distributed throughout the Aramark operated concession stands in the Wachovia Complex will promote the Trump Taj Mahal Casino Resort, Trump Marina Hotel Casino located in Atlantic City, NJ and the Trump Plaza Casino Hotel.

Commenting on the power of local marketing and StadiumTRAY's ability to increase business, THCR's Kathleen McSweeney, Senior Vice President of Casino Hotel



Marketing, notes, "We like to support the Philadelphia market and its sporting events. The visibility from StadiumTRAY will be quite positive. They've done an excellent job in communicating our message and our brand."

THCR targets audiences within a 250 mile radius of its casinos and resorts may soon change its branding strategy with StadiumTRAY to include

bounce back promotions including free token and buffet offers at the resorts or hotel room discounts.

According to Joe Croce, Senior Vice President of Sales for Comcast-Spectacor, owner operators of the Wachovia Complex, "StadiumTRAY is a great way for THCR to make an immediate brand impact with Comcast-Spectacor and the Wachovia Complex."

STADIUMTRAY TAKES TEXAS BY STORM; DEBUTS AT THE BALLPARK AT ARLINGTON, AA CENTER

Signaling widespread acceptance and the continued growth of its StadiumTRAY™ marketing platform, Spectator Advertising Solutions announced brand builders now have access to millions of new consumers in Texas-based venues.

The lineup of new partners distributing StadiumTRAY free to fans that make a purchase at food concessions now includes American Airlines Center in Dallas and The Ballpark at Arlington, TX. Advertisers now have extended access to sports fans attending Major

League Baseball, National Hockey League, National Basketball Association, and Arena Football League events. Bonus distribution for advertisers is virtually assured as all of the new venues also host family, concert and other entertainment events.

New Tray Designs, Venues Planned

Spectator Advertising Solutions' design team has compiled a series of new trays pictured below for movie theaters and cafeterias.

The prototype samples are indicative of the flexibility and creativity the Company delivers to marketers.

Prototypes can be produced for qualified potential clients in under two weeks.

To arrange for your sample, e-mail your request and art assets to gposton@stadiumtray.com or call 707 420 8250.



ATLANTA BREAD COMPANY BAKES HOT PROMO WITH COKE, BRAVES

The Atlanta Bread Company is now providing fans attending Braves games at Turner Field with a coupon good for one free 20-ounce Coca-Cola fountain drink via StadiumTRAY™.

Fans secure their coupon printed on the side of StadiumTRAYS when they make a purchase at any of the food concessions operated by Sodexo USA inside the Braves home park.

"We're particularly proud of this excellent offering," says George Poston, CEO and Founder of Spectator Advertising Solutions, "because it dramatizes the power of our

promotional delivery system. Companies that choose to utilize co-op dollars can cross promote a major product or brand, test the effectiveness of the special, and hand deliver it to large numbers of highly targeted customers for less than the cost of a more limited direct mail campaign."

"StadiumTRAY has given us a great way to continue to build



our brand presence in Atlanta through the tray program at Turner Field," says Jim Jensen Pitts, VP of Marketing for Atlanta Bread Company.

DENVER'S PEPSI CENTER TAPS STADIUMTRAY

StadiumTRAY will be served in 2004 at the Denver, CO Pepsi Center as part of its expanding national network of sports venues.

"This offering naturally lends itself to consumer products, electronics, retailers and other national advertisers that will be interested in purchas-

ing StadiumTRAY's national network of arenas," said Wendy Morris who directs Corporate Sponsorships at the Denver facility.

"We're excited to offer our fans a top quality tray and a platform for advertisers to integrate their brand into the Pepsi Center experience," said Morris who knew in-

stantly she wanted the Center aligned with StadiumTRAY.

"We read an article on StadiumTRAY's track record with the [Atlanta] Braves and saw the correlation on how this would be a natural fit with our building" which hosts over 220 events and four million fans each year.

NHL Legend Dan Bouchard Joins Marketing Team; Longtime Goaltender, Hockey Innovator is Latest Vice President to Join Winning Company

Former Atlanta Flames goaltender and longtime star of the National Hockey League Dan Bouchard has joined Spectator Advertising Solutions as Vice President Corporate Sponsorships.

The newly appointed VP was drawn to the Company because of its innovative nature and winning attitude, attributes he has embodied over the years.

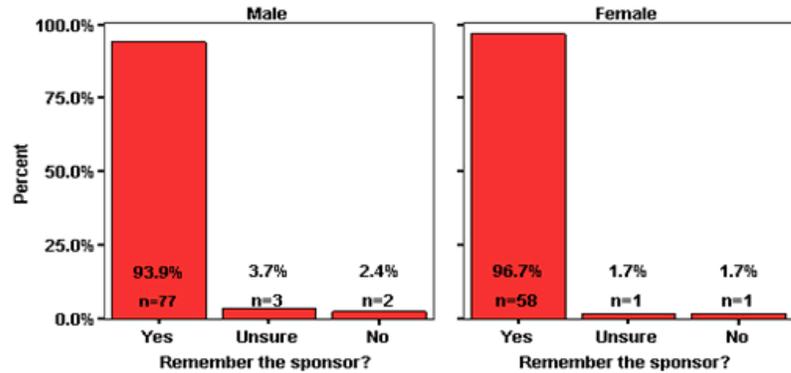
Bouchard thrived for 14 seasons in the NHL as a goaltender defending the nets of a fledgling franchise in Atlanta beginning with his rookie season in 1972. The Flames subsequently moved to Calgary, Alberta in 1980 where he continued to consistently win the majority of games he started. Bouchard finished his NHL career in 1985 - 1986 with the Winnipeg Jets after playing five seasons with the Quebec Nordiques. He

also brought innovation to the NHL as the first net minder with a painted face mask, colored leg pads and stick. "I like new innovations and this is a stroke of genius," says Bouchard. "The trays are really neat, very attractive, great for promoting brands and the venues all want them." He hints at things to come when he says he'll focus some of his efforts on advertisers for amusement parks, movie theaters and schools.

STADIUMTRAY EXIT POLL SHOWS HIGH SPONSOR RECALL BY FANS

A recent exit poll conducted at games for Navy, Auburn, SMU, Georgia Tech, TCU and also taken at Turner Field and Philips Arena show strong sponsor recall of the StadiumTRAY distributed at these sites by fans attending games there. Based on the assumption that there would be an equal number of "yes/unsure/no" responses the data indicates that there is a statistically significant increase in awareness by fans receiving the StadiumTRAY with 93% of males and 95% of females indicating that it was a superior tray (better, Chi Squared, n=144, p<.001). More importantly

fans clearly remembered the advertising sponsor on the tray with 94% of males and 97% of the females indicating an immediate recall of who the sponsor was (Best Buy, Chi Squared, n=151, p<.001). At a time when marketers are questioning the viability of stadium signage over the long term of an event or a season, StadiumTRAY is an attractive, cost effective alternative.



StadiumTRAY Reviewed

The reviews are in and here's what they're saying:

"We're excited to offer our fans a top quality tray and a platform for advertisers to integrate their brand into the Pepsi Center experience."
Wendy Morris, Director Corporate Sponsorships Pepsi Center

"StadiumTRAY is a simple way for American Airlines Center to generate new revenue by establishing new and unique inventories."
Curtis Partain, Vice President Corporate Sponsorships American Airlines Center

"That's a lot of signage for all to see multiple times during a three and a half hour event."
Brandweek, 1-12-04

STADIUMTRAY'S CPM ON PAR OR BETTER THAN MOST

A comparative review of rate card data conducted by Spectator Advertising Solutions shows StadiumTRAY's CPMs on Multi-Venue Sponsorships are competitive with or better than radio (on par) and television spots (half the cost) in similar markets served.

The data collected also shows

that traditional advertising vehicles including major consumer magazines, local newspapers and/or sports publications are as much as 10 times more costly.

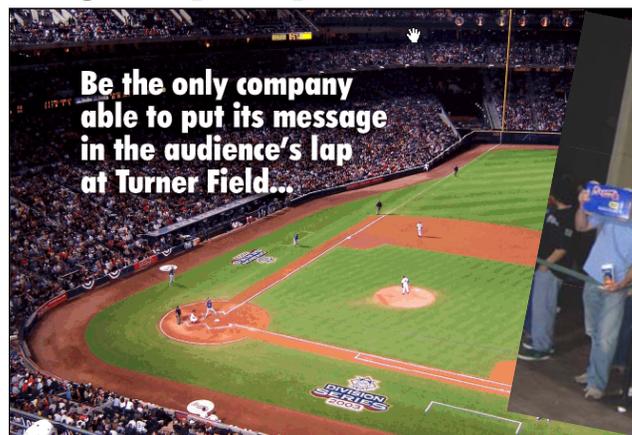
Direct mail list rentals run from six to 12 times higher per thousand and that cost does not include additional production

and postage fees. StadiumTRAY's CPM comparison and recent survey results are available upon request. E-mail gposton@stadiumtray.com. Says Chief Executive Officer George Poston, "We're confident we can deliver the right demographic, in the right market, at the right cost and break through the clutter."

Direct Mail Campaign Targets Top US Sports Marketers and Their Ad Agencies

Q1 2004 marked Spectator Advertising Solutions' first foray into direct mail with a four part program consisting of four color two-sided post-cards beginning in March.

Chairman George L Poston reported favorable response rates generating numerous inquiries for new business. Additional mailings are planned for later this year.



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We're on the Web
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SPORTS + FOOD + DRINK +
ADVERTISING =
StadiumTRAY

StadiumTRAY
The food and beverage
tray that delivers
your message.



THE CEO'S CORNER

This new year has been a whirlwind of success for Spectator Advertising Solutions and StadiumTRAY. Who can believe 2004 is nearly half complete?



We have garnered extensive publicity over the past few months, building awareness of our service and our awesome marketing power among brand builders. We've expanded our sales team to reach potential advertisers still seeking to tap into the sports marketplace. Our team is reminding sports marketers that StadiumTRAY has an alternate solution to the lack of brand recall produced by stadium signage and one that is cost effective as well. And our surveys and exit polls show consumers are noticing and remembering our sponsors. Our distribution venues have expanded to include The Pepsi Center in Denver, Wachovia Center in Philadelphia, The Ballpark at Arlington and American Airlines Center in Dallas.

New sponsors on board include Trump Casinos and Resorts as well as the Atlanta Bread Company. We welcome them, look forward to serving them and appreciate their business. Look for more sports venues and new channels of distribution in the back half of the year. And here's to your (and our) continued success in 2004!

George Poston

STADIUMTRAY EXPANDS SALES FORCE WITH INDUSTRY VETS

Two long time veterans of sports, entertainment and promotional marketing have joined Spectator Advertising Solutions StadiumTRAY™ team as Vice Presidents of Sponsorship Marketing.

In announcing the appointments of Stephen Weinberger and Michael Bense, Spectator Advertising Solutions CEO and Founder George Poston expressed his delight in signing "two leaders with decades of industry contacts, marketing creativity, and dedication to deliver winning campaigns to StadiumTRAY sponsors."

Stephen Weinberger moves to Spectator Advertising Solutions after 17 years as President of Weinberger Player Promotions, the national sports and entertainment marketing consulting firm known for special events

planning, product licensing, sports and celebrity marketing and other sponsorship opportunities. Weinberger also served as a player agent to dozens of professional athletes. Weinberger will work from the Company's corporate offices in Kennesaw, GA. Weinberger notes he joins the StadiumTRAY lineup because "I wanted to do something different and exciting and this advertising platform is unparalleled."

Working from the Company's new satellite office in Philadelphia, Michael Bense most recently served as Vice President Sales & Marketing for TC Direct, a New Jersey based full service sales, marketing and promotional agency. He brings over 27 years of marketing know-how and has developed significant relationships with major corporate

sponsors and their agencies. Bense joined the Company after reading a recent write-up in a leading business journal. "I saw this was a unique advertising vehicle that marketers would want to associate their products with and I wanted to be part of it too."

**StadiumTRAY Achieves
Near Total Recall**

Details inside.



**Fun With Mom at Phillips
Arena in Atlanta**

Mother and daughter head back to their seats with StadiumTRAY during recent NHL Atlanta Thrashers match.

