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## **Atlanta Bread Company Bakes Advertising Program With StadiumTRAY™ To Sponsor Atlanta Braves at Turner Field**

### **Quick-Casual Restaurant Affixes Coca-Cola Coupon on Tray; Branding No Longer the Primary Reason for Sports Sponsorships**

Kennesaw, GA June 10, 2004 – 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 Spectator Advertising Solutions' StadiumTRAY™.

Fans secure their coupon printed on the side of StadiumTRAYs when they make a purchase at any of the food concessions operated by Aramark inside the Braves home park. The coupon may be redeemed at any one of 37 Atlanta Bread Company locations operated in that market.

“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. It really drives home the power of StadiumTRAY.”

Poston continues, adding, “Branding is no longer the primary reason for sports sponsorships. Advertisers will be offering coupons, discounts and other free promotional goods and services on StadiumTRAYs in the near future as they seek to generate a consumer response or call to action that will impact their sales and increase their market share. At Turner Field, Coca-Cola will benefit because more drinks will be provided at Atlanta Bread Company outlets. The restaurant benefits because it is able to participate in a prominent local venue while extending its brand awareness to hundreds of thousands of

fans during the course of the event. And the Braves and Aramark win because more food products will be sold at the stadium to fans wanting to take advantage of the offer.”

“StadiumTRAY has given us a great way to continue to build our brand presence in Atlanta through the stadium tray program at Turner Field,” says Jim Jensen Pitts, VP of Marketing for Atlanta Bread Company. “We are excited we were able to partner with other hometown favorites, Coca-Cola and the Atlanta Braves for this promotion.”

### **About Atlanta Bread Company**

Atlanta Bread Company ([www.AtlantaBread.com](http://www.AtlantaBread.com)) is one of the fastest growing, privately-held, quick-casual restaurant concepts. While the food is prepared quickly, a casual environment featuring classical music, seating in conversation clusters, hardwood floors and a brick fireplace accentuate the dining experience. The menu offers fresh made-to-order sandwiches, hot soups, tossed-to-order salads, gourmet coffees and bakery sweets served during breakfast, lunch and dinner. Atlanta Bread has currently more than 160 locations spanning 24 states.

### **About The Coca-Cola Company**

The Coca-Cola Company is the world’s largest beverage company. Along with Coca-Cola, recognized as the world’s best-known brand, the Company markets four of the world’s top five soft drink brands, including diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks.

### **About StadiumTRAY™**

StadiumTRAY™ is a powerful new advertising medium that puts corporate brands and advertising messages right in the laps of target audiences – literally. Produced by Spectator Advertising Solutions of Kennesaw, GA., the versatile StadiumTRAY™ is provided free to sports and entertainment fans with the purchase of each food or beverage item sold at sponsored sports and entertainment events serviced by the largest concessionaires in America including Sodexo, Aramark, and Boston Concessions Group. The Company’s manufacturing partner, Pratt Industries, insures only the highest quality materials are used to produce StadiumTRAYs.

StadiumTRAY™ is used at professional and college sports venues including Turner Field, American Airlines Center, Wachovia Center, Ball Park at Arlington, The Pepsi Center, Philips Arena and NCAA Universities that include Georgia Tech, Auburn, Arkansas, Texas Tech T.C.U. S.M.U. Vanderbilt, Marshall and The Naval Academy. The Company’s website is located online at [www.stadiumtray.com](http://www.stadiumtray.com)