



The Food and Beverage
Tray That Delivers Your
Advertising Message

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Here's what the critics are saying about StadiumTRAY™, the powerful new advertising medium that puts corporate brands and advertising messages right in the laps of target audiences – *literally*.

"The Texas Rangers are very pleased to be adding StadiumTRAY to our inventory at The Ballpark in Arlington. We feel this will be a most effective means for our sponsors to get their messages directly to the several million fans that will visit The Ballpark in Arlington in 2004."

Brad Alberts
*Vice President Corporate Sales
Texas Rangers*

"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. It eliminates an expense for us and offers our sponsors and advertisers an effective way to reach our guests."

Curtis Partain,
*Vice President Corporate Sponsorships
American Airlines Center*

"That's a lot of signage considering one third of a sellout crowd watching a football game or basketball contest likely will venture from their seats for refreshments and tote the trays for all to see multiple times during a three and a half hour event."

Brandweek, January 12, 2004

"It's a fantastic advertising vehicle for Pepsi and works as a good souvenir. The belief is it will increase our sales over the course of the Lanierland Tournament."

Todd McEntyre
*Key Account Manager
Atlanta Food Services Division, Pepsi*

"George Poston is changing the way food and drinks are served at sporting events."

Atlanta Business Chronicle, November 17, 2003

"We're thrilled to be part of this new venture. Our operating costs are lower and profits are up at venues where we have StadiumTRAY in place. We're looking forward to continuing to expand our use of this product."

John Bluck, District Manager
*Sports and Leisure Services Division
Sodexo USA*

For more information, to request photos, samples, or arrange an interview, contact:

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SPORTS + FOOD + DRINK + ADVERTISING = STADIUMTRAY