



Contact/Location Information

888. 563. 9370

Bob Citelli

@Sales & Marketing

[rcitelli@sales-and-marketing.net](mailto:rcitelli@sales-and-marketing.net)

770. 527. 9055

StadiumTray/George Poston

[gposton@stadiumtray.com](mailto:gposton@stadiumtray.com)

StadiumTRAY

125 Town Park Drive

Suite 300

Kennesaw, GA 30144

[www.stadiumtray.com](http://www.stadiumtray.com)

## Doug Norwood Joins StadiumTRAY™ Team as Director of Sales, Corporate Sponsorships

### **Brand Marketer Has Over 17 Years Experience Working With Leading Ad Agencies, Marketing Groups and Manufacturers**

Kennesaw, GA June 29, 2004 – Continuing its efforts to service brand marketers with a top flight sales organization, Spectator Advertising Solutions today named Doug Norwood as Director of Sales, Corporate Sponsorships.

Prior to joining the Company, Norwood served as Managing Partner at the Norwood Marketing Group where he launched a new line of athletic performance products. Prior to that he was Director of Brand Marketing/Account Supervisor for Leader Enterprises, Inc. where he strategically managed the relationship with General Mills directing a team of 14, handling over 500 promotional programs annually that achieved billings of \$6.8 million. The new Director also served as a partner in Pavilion Communications Group and a Director of Marketing at Adcraft Sports Marketing. During his 17-year career, Norwood has worked with or promoted national brands including M & M Mars, the Miller Brewing Company and the NCAA.

Norwood was originally introduced to Spectator Advertising Solution and its innovative direct marketing delivery platform, StadiumTRAY™, while researching unique out of home branding opportunities for a client last fall. “I saw something that wasn’t out there, that was truly different, and knew immediately that I wanted to work with this Company.” Still in its early stages, Norwood hopes his tenure with Spectator Advertising Solutions will allow him “to build something great from the ground up; something so special, advertisers know these opportunities don’t come along very often.

“Doug’s experience working with General Mills and other consumer packaged goods companies is invaluable to us and our clients,” says George Poston, CEO and founder of Spectator Advertising Solutions. “He’s smart, energetic, creative and will draw on his vast knowledge to craft cost-effective promotional opportunities for marketers working with StadiumTRAY.”

#### **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 Sodexho, 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)