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ExxonMobil Teams With StadiumTRAY™ at Las Vegas Motor Speedway for NASCAR Debut

StadiumTRAY Will Also Be Distributed at Upcoming NHRA Event in Las Vegas

Atlanta, GA March 22, 2005 – Marking its first appearance at a NASCAR event, StadiumTRAY™ debuted its sleek brand building advertising platform featuring ExxonMobil products to motor sports fans at the UAW-DaimlerChrysler 400 held earlier this month at the Las Vegas Motor Speedway in Nevada.

The ExxonMobil StadiumTRAY will also be distributed to attendees purchasing food and beverages from Levy Restaurants-operated concession stands at the Speedway's upcoming NHRA SummitRacing.com Nationals slated for April 14 – 17.

ExxonMobil is teamed with the Penske South Racing Drivers including Rusty Wallace in the #2 Car and Ryan Newman in the #12 Car to promote its high endurance motor oils including Mobil 1 Extended Performance, Mobil Clean 5000 and Mobil Clean 7500. Both are off to fast starts and are ranked 8th and 7th in the current NASCAR NEXTEL Cup Standings.

Creative for the ExxonMobil StadiumTRAY was handled by McCann Erickson, NY with the media buy placed via Outdoor Services, Inc., also of NY. Coordinating the entire program for StadiumTRAY was Phil Norman, Sponsorship Vice President.

“Working with Phil Norman and the StadiumTRAY staff was a pleasure and we look forward to using StadiumTRAY once more at the upcoming NHRA competitions April 14 to 17 here at the Speedway,” said Ricky May Vice President of Sales and Marketing for Las Vegas Motor Speedway.

Said, Norman, “We’re delighted ExxonMobil has joined other high profile advertisers including Flexiril 5, Tylenol, and Hibernia National Bank by recognizing the distinctive capabilities StadiumTRAY delivers marketers interested in building their brand at major sporting events throughout the United States.”

“NASCAR sponsors that select StadiumTRAY as did ExxonMobil can increase in-venue awareness significantly which is critical in reaching fans of a sport that is so highly sponsor-driven. When combined with activators, special offers and giveaways the impact increases exponentially,” says George Poston, CEO and founder of Spectator Advertising Solutions.

About StadiumTRAY™

StadiumTRAY™ is a powerful new advertising medium that puts corporate brands and advertising messages right in the laps of target audiences – literally. StadiumTRAY is a product of Spectator Advertising Solutions of Atlanta, 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 Levy Restaurants, Sodexo, Aramark, and CenterPlate. The Company’s manufacturing partner, Pratt Industries, is totally committed to protecting the environment by only using recycled paper to produce StadiumTRAYs.

StadiumTRAY is used at professional and college sports venues including stadiums and arenas featuring MLB, NFL, NBA, NCAA and NHL events. The Company’s website is located online at www.stadiumtray.com

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