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StadiumTRAY™ Announces Expansion Into Four New Premier Sports and Entertainment Venues

American Airlines Center, The Ballpark at Arlington, Wachovia-Spectrum Arenas and Pepsi Center Sign to Distribute Revolutionary StadiumTRAY

Kennesaw, GA March 16, 2004 – Signaling widespread acceptance and the continued growth of its StadiumTRAY™ marketing platform, Spectator Advertising Solutions announced brand builders now have access to more than 11 million new consumers in four markets' venues including locations in Dallas, Arlington, TX, Philadelphia and Denver.

The lineup of new partners distributing StadiumTRAY free to fans that make a purchase at food concessions now includes American Airlines Center in Dallas; The Ballpark at Arlington, TX; Wachovia Center and Wachovia Spectrum in Philadelphia; and, Pepsi Center in Denver.

“Advertisers now have extended access to sports fans attending Major League Baseball, National Hockey League, National Basketball Association, Arena Football League, National Lacrosse League and Major Indoor Soccer League events. These new venues compliment the dozens of other professional and college sports stadiums and arenas where StadiumTRAY is served throughout the United States,” said company spokesperson Gerald Piccolo. He went on to say, “Brand advertisers will now have sponsorship access to an additional 11 million sports fan in four major markets.” Piccolo also noted that bonus distribution for advertisers is virtually assured as all of the new venues also host family, concert and other entertainment events throughout the year.

"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," said Curtis Partain, Vice President of Corporate Sponsorships at American Airlines Center. "StadiumTRAY literally puts an advertiser's message in our guest's lap," Partain added. "It is simple, clean and generates revenue!"

The American Airlines Center is also among the first venues to sign up for Spectator Advertising Solutions revised business model which enables the site to solicit advertising partners from among its existing promoters. Partain noted the American Airlines Center is poised "to pitch our beverage partners and a new food franchise we are negotiating with."

In detailing the new program, George Poston, CEO and Founder of Spectator Advertising Solutions said, "The agreements with our new marketing partners allows for both the venues' marketing department and our marketing team to solicit StadiumTRAY sponsors. It certainly makes sense for us to empower local venue partners who wish to work with their sponsors by letting them run with StadiumTRAY on their own." Poston added, "We will continue to facilitate rapid distribution of targeted, cost effective marketing programs for sponsors and venues that choose to operate under our existing format where we coordinate the entire effort."

In Colorado, StadiumTRAY will be seeking advertisers for Pepsi Center as part of its national network. "This offering naturally lends itself to consumer products, electronics, retailers and other national advertisers that will be interested in purchasing 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 instantly 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. Pepsi Center is home to four professional sports teams (Colorado Avalanche, Denver Nuggets, Colorado Mammoth and Colorado Crush) and hosts numerous concerts and special events. With over 220 events and four million people coming through our doors each year, we have the reach and excitement national advertisers are seeking."

Back in the Lone Star State, "The Texas Rangers are very pleased to be adding StadiumTRAY to our inventory at The Ballpark in Arlington," commented Brad Alberts, Rangers Vice President of Corporate Sales. "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."

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, Levy Restaurants 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, Fenway Park, The Pepsi Center, Philips Arena and NCAA Universities 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