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XM Satellite Radio ‘Blown Away’ by StadiumTRAY™ Presence Generated at Major League Baseball All Star Game

Repeat Customers Also Signify StadiumTRAY’s Outstanding ROI

Atlanta, GA August 24, 2005 – Spectator Advertising Solutions’ StadiumTRAY™ continues to chalk up impressive victories for advertisers including XM Satellite Radio at the recent Major League All Star Game held at Comerica Park in Detroit.

“The StadiumTRAYs were an incredible success at [MLB’s 2005 All-Star Game in Detroit.] I can’t tell you how many people were blown away (from our CEO on down) by the presence they provided us and their overall aesthetic appeal,” said Brian Grossman, Director of Brand Management, MLB for XM Satellite Radio.

Mr Grossman’s favorable review was echoed by Chris Campagna, Senior Director of Marketing at casual dining restaurant chain Atlanta Bread Company which just completed its second home stand at Turner Field during Atlanta Braves games. According to Mr. Campagna, “Just as in 2004, the StadiumTRAY program has once again proven to be a powerful ‘out of the box’ marketing tool for Atlanta Bread Company in 2005. We are very pleased with the exposure, the frequency and the ability to hit a core demographic with such a powerful medium.”

Hibernia National Bank is waiting to kickoff its second flight with StadiumTRAY at the University of Houston’s and Rice University’s 2005 NCAA Football home games.

“Satisfied new customers and repeat advertisers demonstrate we have an innovative and demonstrably different solution for brand marketers,” says Stephen Weinberger, Vice President at Spectator Advertising Solutions.

In just the past 12 months, StadiumTRAYs have successfully heralded widely recognized brands at premiere sporting events including Major League Baseball's 2004 Divisional Playoffs in Atlanta, the NCAA's BCS Championship Game held at the Tempe, AZ Fiesta Bowl, the NFL's Super Bowl in Jacksonville, FL, NASCAR's UAW Daimler-Chrysler 400 at the Las Vegas Motor Speedway and most recently at MLB's 2005 All Star Game in Detroit.

"XM Satellite Radio, Bell South, Exxon-Mobil, Tylenol, Flexiril 5, The Atlanta Bread Company, Hibernia National Bank, Pepsi Cola, and Best Buy highlight the roster of current and former advertisers who benefited from StadiumTRAY's potent advertising platform. StadiumTRAY has established itself as a powerful medium that breaks through the clutter distributing high impact results throughout the venue while delivering significant post-event sponsor recall," reports Mr. Weinberger.

About StadiumTRAY™

StadiumTRAY™ is the powerful 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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