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## **Motorola Scores with StadiumTRAY™ at Upcoming NFL Super Bowl XL in Detroit**

**Telecommunications Manufacturer will offer a 10% Discount Coupon,  
Included With Every StadiumTRAY, to Fans Attending the NFL  
Championship Game**

Atlanta, GA February 2, 2006 – Spectator Advertising Solutions reports Motorola, the official wireless communications sponsor for the NFL’s Super Bowl XL in Detroit will promote its products and services to attendees via StadiumTRAY™, the powerful advertising medium that puts corporate brands and advertising messages right in the laps of target audiences – literally.

StadiumTRAY™ provides a highly effective vehicle to place the Motorola brand into the hands of consumers. “With the significant clutter of all of the advertising in Detroit during Super Bowl week we see this as a way to cut through and deliver our message” says Sharon Brown, Manager of Sports Marketing of North America for Motorola. In addition, Motorola will include a detachable coupon in every StadiumTRAY™ offering a 10% discount at [Motorola.com/shop](http://Motorola.com/shop).

StadiumTRAY™ leads the nation in providing corporate sponsors high visibility at major sporting events from the Tostitos Fiesta Bowl BCS Championship Game in Tempe Arizona, to the 2005 MLB All-star Game in Detroit to last year’s Super Bowl in Jacksonville.

Major brands such as XM Satellite Radio, Bell South, Exxon-Mobil 1, Tylenol, Flexeril5, The Atlanta Bread Company, Brawny, Hibernia National Bank, Pepsi Cola, Dr. Pepper and Best Buy have utilized StadiumTray™ to reach consumers in sporting and entertainment venues across America. “StadiumTRAY™ has established itself as a potent medium that breaks through the clutter distributing high-impact results throughout a venue while delivering significant post-event sponsor recall,” reports George Poston, CEO of Spectator Advertising Solutions.

**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 Volume Services.

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

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