



# **DALLAS MAVERICKS**

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## **NEWS RELEASE**

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For Immediate Release

January 12, 2006

### **MAVS FIRST TO USE HUB CAP ADVERTISING IN TEXAS**

*Mavs Disks To Be Displayed on over 115 Cabs in DFW For Three Months*

**DALLAS** – The Dallas Mavericks and BigWheel™ announce the arrival of hub cap advertising in the Dallas/Fort Worth Metroplex, making the Mavs the first North Texas company to utilize this innovative form of outdoor advertising.

For the next three months, fans will see the Mavs logo, phone number and web address ([mavs.com](http://mavs.com)) on over 115 taxi cabs (more than 460 hubcaps) throughout the Metroplex. Currently, cars from Executive Taxi, Freedom Taxi, Metro Cab Company, Cowboy Cab and Range Cab Company are displaying the Mavs disks on all four tires. The disks are secured to all four wheels using Ad Fleet Advertising's hub, which is weighted with a pendulum to ensure the disks are locked and remain steady and motion free at high speeds.

"We want everyone to have fun with the Mavs," said Mavs owner **Mark Cuban**. "And what's better than a cab spinner."

"We are delighted to be working with the Dallas Mavericks," remarked AdFleet President **Ian Klassen**. "Our medium is an ideal tool for brand building and is a powerful way to connect directly with consumers, or in this case the huge Mavericks fan base. The Mavs are a terrific organization and we are excited to be rolling into Dallas with them."

#### **About BigWheel/AdFleet**

AdFleet Advertising Inc., an innovative outdoor advertising company, provides an impactful, low-cost method of reaching the dynamic urban consumer. Through its exclusive marketing partner, Big Wheel™, AdFleet's eye-catching and patented non-rotating hub caps "re-invent the wheel" with a refreshingly innovative approach to outdoor advertising. For additional information regarding sales, please visit [www.adfleet.com](http://www.adfleet.com) or call Randy Mayfield at 877-684-5762 / David Reiner at 310-558-6753. **For media inquiries regarding AdFleet and BigWheel, please contact Adam Mazur at Rubenstein Public Relations at 212-843-8073 or [amazur@rubensteinpr.com](mailto:amazur@rubensteinpr.com).**

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