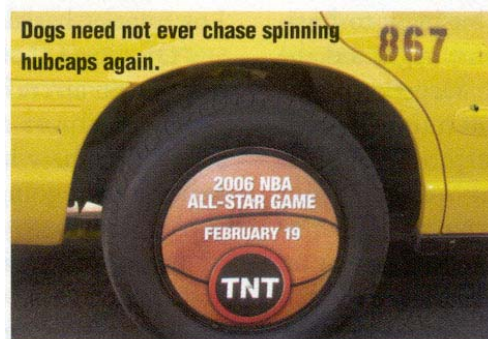


Rubenstein Public Relations, Inc.



March 2006



Hubba Hubba

Big Wheel rolls TNT All-Star Game into Houston

IN THE WEEKS leading up to the February 19 NBA All-Star Game, one could be confident that at least 75 Houston taxis were rolling with all four hubcaps securely in place. No small feat for any cab, never mind 75 at one time. But in the early weeks of this month, TNT promoted its broadcast coverage of the NBA All-Star Game with "Big Wheel" hubcap displays. The medium uses a pendulum weight to keep the advertisement upright while the wheels are spinning. Dogs may cease to be mesmerized but Ian Klassen, president of parent company Adfleet, Santa Monica, Calif., hopes people won't be able to take their eyes off it.