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FOR IMMEDIATE RELEASE

AD FLEET ADVERTISING ROLLS INTO TORONTO WITH FIDO
COMPANY'S PATENTED ADVERTISING METHOD WINS ACCOLADES

Vancouver, B.C. –September 7, 2004- AdFleet Advertising Inc., a company offering patented non-rotating wheel cover advertising on taxi cabs, trademarked as 'CAPTIONS™', announced today that it has launched operations in the City of Toronto. Montreal-based Microcell Solutions Inc., national provider of wireless communications services under the Fido® brand name, has signed an 8 week campaign agreement with AdFleet to use its services.

During the first week of September, Fido will advertise its nationally recognized services through 'CAPTIONS™' wheel covers on 300 Toronto taxis for two months. Fido offers a wide range of wireless voice and high-speed data communications products and services to over 1.2 million customers.

“AdFleet’s eye-catching wheel covers provide a unique way for us to reach our customers in an outdoor setting,” said Patrick Hadsipantelis, Director of Marketing for Microcell Solutions. “They are an innovative means to promote our new City Fido™ product to Toronto consumers.”

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Launched this year, AdFleet's CAPTIONS™ have generated significant excitement in the advertising community. Current clients include Taco Bell, Los Angeles Dodgers, Virgin Cola, Jiffy Lube and 1-800CheapSeats.com. AdFleet expects to offer advertisers the option of using its new outdoor medium in a number of the country's largest cities including: Dallas, Houston, Washington DC, Boston, Atlanta, among others.

“With the average individual seeing almost 300 commercials a day, it is imperative that companies find new – and effective – methods for reaching customers. AdFleet's CAPTIONS™ is quickly becoming recognized as a powerful and inexpensive way to build brand awareness,” said Stephen Moscovich, Director of Sales at AdFleet.

AdFleet's outdoor advertising medium is ideal for branding, icon, product launches, political and event marketing advertising. AdFleet's medium is “out of the box,” breaks from the routine, is unique and as a result is memorable. AdFleet offers a highly visible medium that moves in proportion to population density and shift of the market. As a result, it has the ability to provide saturating levels of exposure to consumers, an effective strategy when utilizing out of home for new product launches and point of sale support.

About AdFleet

AdFleet Advertising Inc., a leading outdoor advertising company, provides an impactful, low-cost method of advertising that reaches the dynamic urban consumer. AdFleet's eye-catching and patented non-rotating wheel covers, known as ‘CAPTIONS™’, are unique in the advertising world and are the ultimate promotional and brand building medium offering clients a meaningful way to keep in touch with consumers. For additional information please visit www.adfleet.com or call Stephen Moscovich toll free at 877-684-5762.

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Fido and City Fido are registered trademarks of Microcell Solutions Inc.