

FROM: AdFleet Advertising U.S. Inc.
Contact: Ian Klassen, President
Phone: 877.684.5762
iklassen@adfleet.com
www.adfleet.com

Rubenstein Public Relations
Contact: Stephanie Figura
Phone: 212.843.8027
sfigura@rubensteinpr.com

FOR IMMEDIATE RELEASE



**ADFLEET AND VIRGIN COLA KEEP ROLLING WITH EXTENSION OF
OUTDOOR ADVERTISING CONTRACT**

2.0 Million Miles of Wheel Cover Advertising Tracked in Los Angeles Market

Los Angeles, C.A. – August 16, 2004 – AdFleet Advertising U.S. Inc., a company offering patented non-rotating wheel cover advertising on taxi cabs, trademarked as ‘CAPTIONS™’, today announced that Virgin Cola has extended its contract for a further five weeks in the Los Angeles market. Additionally, AdFleet announced that’s its five inaugural L.A. campaigns have now logged an estimated 2 million miles of “advertised ” driving in Los Angeles.

“With consumers being bombarded with ads today, it was a real challenge for us to effectively grab their attention,” said Come Chantrel, VP of Marketing at Virgin Cola. “AdFleet’s wheel covers have provided us with an alternative form of advertising that is receiving an overwhelming amount of positive feedback.”

With 8,000 participating urban-based taxis in most of the nation’s largest markets, AdFleet’s partnerships enable the Company to drive a variety of messages to consumers nationwide. AdFleet is offering advertisers the option of using its new outdoor medium in a number of the North America’s largest cities.

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“Our continued relationship with Virgin Cola signifies the inherent value and visual impactfulness of our newly introduced medium,” said Ian M. Klassen, President of AdFleet. “We are pleased that Virgin Cola recognizes ‘CAPTIONS™’ as an effective and valuable way to connect with consumers.”

AdFleet’s outdoor advertising medium is designed for optimal use by branding, icon, product launch, 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 U.S. 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 Ian Klassen toll free at 877-684-5762.