
FOR IMMEDIATE RELEASE

ADFLEET “RE-INVENTS THE WHEEL” WITH NON-ROTATING WHEEL COVER ADVERTISEMENTS

*Break Through Advertising Medium is Launched in Los Angeles
and Rolling Out Across the Country*

Santa Monica, C.A. – July 8, 2004 - AdFleet Advertising U.S. Inc., offers patented non-rotating wheel cover advertising. AdFleet “re-invents the wheel” with its refreshingly innovative outdoor advertising on taxi wheels launching in Los Angeles, CA, and soon to be rolling out in most major cities across the country.

Today, AdFleet launched its inaugural ground breaking advertising campaigns unveiling wheel covers for client companies including: 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, Miami, among others.

"AdFleet’s eye-catching wheel covers are unique and bring great sizzle to the promotional and brand-building activities of Virgin Cola," said Ranjit Singh, Chief Operating Officer of Virgin Cola.

“Alternative Out-of-Home media is gaining in popularity because of its ability to catch the consumer’s eye and deliver content in a manner that allows an advertiser to break away from the ordinary,” said Ian M. Klassen, President of AdFleet.

“We have received an enthusiastic response from the advertising community who have remarked that AdFleet offers the very type of solution they have been looking for namely; how to get in touch and stay in touch 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.

“At Jiffy Lube we understand the importance of reaching our consumers through outdoor advertising,” said John Kenyon, President, Southern California Jiffy Lube Advertising Co-op. “AdFleet’s wheel covers are an effective way of bringing our brand to a wide range of consumers.”

With 7,500 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.

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 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.