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FOR IMMEDIATE RELEASE

KNOTT'S BERRY FARM TEAMS UP WITH AdFLEET TO PROMOTE ITS HALLOWEEN HAUNT

Los Angeles, C.A. – September 23, 2004- AdFleet Advertising Inc. announced today that it will launch a spooky new wheel cover advertisement featuring Knott's Berry Farm's Halloween extravaganza, the Halloween Haunt at Knott's Scary Farm. Knott's Berry Farm, America's first theme park located in Buena Park, CA, has signed a 5-week campaign agreement with AdFleet for Halloween.

From September 22nd through October 31st, Knott's Berry Farm will advertise its nationally renowned Halloween Haunt through 'CAPTIONS™' wheel covers on Los Angeles area taxis. Knott's Berry Farm is famous for its fast-paced thrill rides, unparalleled Mrs. Knott's Chicken Dinner Restaurant, and scary Halloween Haunt celebration.

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“AdFleet’s wheel covers offer a creative and innovative alternative to standard methods of advertising,” said Susan Tierney, Director of Public Relations of Knott’s Berry Farm. “They will serve as an excellent addition to our overall Halloween Haunt advertising campaign.”

As the world’s largest theme park-sponsored Halloween event for the past 31 years, Halloween Haunt draws visitors from across the country to experience the thrills and chills of the Halloween season. With 12 mazes, including the *Carnival of Carnivorous Clowns in 3-D* and 6 stage shows, such as *The Hanging* and *Dr. Cleaver’s Psycho Circus*, the gore-filled entertainment is limitless.

“Our wheel covers are increasingly being sought after and utilized by an array of companies such as Knott’s Berry Farm,” said Ian Klassen, President of AdFleet. “Reaching consumers today in a market bombarded with ads is challenging. That’s why companies are turning to CAPTIONS™ as an effective and alternative means to outdoor advertising.”

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 Ian Klassen toll free at 877-684-5762, ext 222.

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