

Your name, your message, everywhere...

Frustrated with Your Current Advertising Strategy?

- Is advertising your largest marketing expenditure?
- Are you getting the most out of what you spend?
- Are your competitors garnering more visibility in the marketplace?
- Does the planning process take too much time, and come up short of your goals?

Think Different, Think DrivAd!

- Broad Reach
- High Visibility
- Fine-Tuned Targeting
- Powerful Data Mining Capabilities
- Streamlined Setup
- Economical
- Quick and Easy Rollout

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the only way to drive™

DrivAd's Unique Concept for Outdoor Advertising

DrivAd's patent-pending programs offer an alternative to outdoor advertising's often cost-prohibitive structure via an innovative partnering method involving advertisers, drivers and Certified Installers.

By trading products and services, advertisers can benefit from individual drivers, members or employees and economically advertise to large and targeted demographics.

Drivers agree to attach a see-thru marketing decal on their vehicle's windows and "drive as usual" in exchange for agreed-upon rewards.

Certified Installers provide reliable installations and ongoing inspections of all participating vehicles.

DrivAd's offerings provide:

- Unlimited location possibilities for advertisement space. You can target specific areas, or widely broadcast your message throughout large metropolises.
- An opportunity to use your products and services as "currency" to reduce your advertising expenditure.
- A reliable tracking mechanism via a broad network of Certified Installers and ongoing online reporting.
- A streamlined process that allows rapid and effective campaign rollout.
- A variety of program offerings to fit your unique advertisement needs.

Our See-Thru Technology

Completely transparent for drivers and passengers, DrivAd's decals provide a highly visible display.



Always clearly displayed, your company name is at eye-level in front of thousands of consumers — all day, every day.

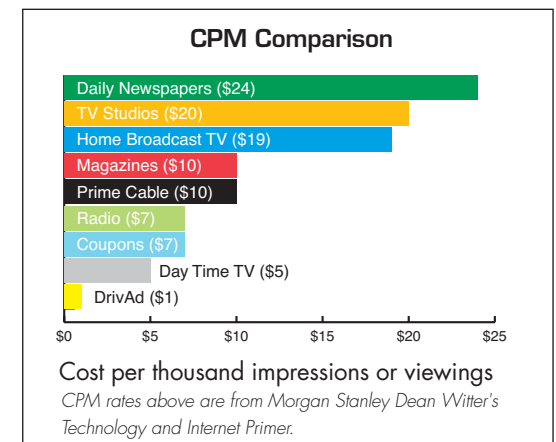


Powerfully Effective Outdoor Advertising for a Fraction of the Cost

DrivAd makes advertising more affordable. Of the major forms of advertising media (radio, television, cable television, newspaper, and Internet), radio is considered the cheapest.* DrivAd, hitting much of the same audience, averages about 1/7 the cost of radio ads.

DrivAd also enjoys the same premium benefits as other outdoor solutions by reaching people on the move who are very receptive and open to purchase decisions. Moreover, unlike most traditional media, DrivAd ads cannot be ignored, they are highly visible from both drivers and pedestrians.

*Statistics from Edison Media Research's "National In-Car Study"



Program Offerings

Our in-depth expertise and understanding of market dynamics, trends, and advertising strategies will help you mastermind a successful and memorable campaign. Our team is devoted to working closely with you to make your success as important as our own.

DrivAd offers three different programs to fit your company size and strategy:

- DrivAd's **Selective Program** relies on our ever-growing database of drivers to build a community of volunteers perfectly matched to your marketing goals.
- Our **Advantage Program** turns your existing client or member base into a source of volunteer drivers for your campaign.
- The **Corporate Program** enrolls your company's fleet and/or employees to become ambassadors of your corporate branding strategy.