

GO >

STAND OUT



recall. **recognition**. interact with your customer. captivate an **attentive audience**

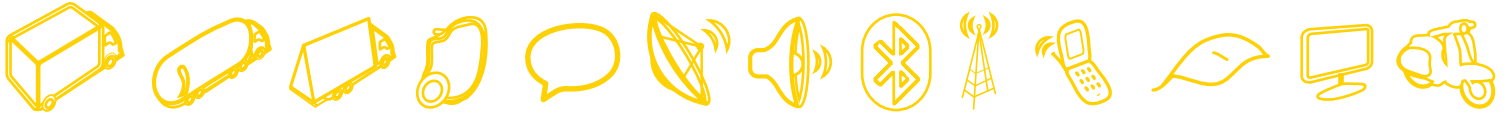
high-profile. high-targeted. high-impact. **go big or go home**
stand out. **multimedia**. turn heads. twice. ok maybe twice more

biodiesel. segways. street teams. get noticed. innovation. technology. **state-of-the-art**. audience. message. day and night. **get national attention**. connect with consumers. drive sales. be different. **texting**. bluetooth. call to action. community. scrolling. fleet. living art displays. innovation

GOMOBILEADVERTISING.COM



WHY MOBILE OUTDOOR ADVERTISING?



SEE THE NUMBERS FOR YOURSELF

- Mobile Advertising generates double the attention of a static billboard!*
- Mobile advertising has an unlimited impact, especially due to protective sign codes, limiting additional static outdoor advertising.
- 27% of the heaviest commuters do not read a newspaper and 74% of super commuters don't watch TV news either.
- The average round trip commute in America is 54 minutes and time spent viewing Mobile Outdoor advertising increases every day.
- Outdoor and point of sale is expected to grow 20% year to year.**



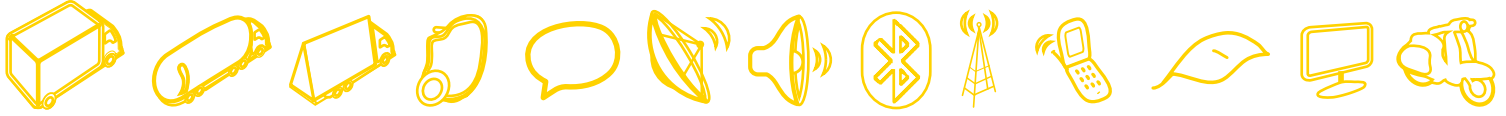
US MEASURED AD SPENDING BY MEDIA

Media	Jan-Dec '07 (Millions)	Jan-Dec '06 (Millions)	% Change
Television Media	\$64,421.0	\$65,553.3	-1.7%
Magazine Media	\$30,327.5	\$28,742.5	5.5%
Newspaper Media	\$26,362.5	\$27,918.7	-5.6%
Internet	\$11,309.4	\$9,754.6	15.9%
Radio Media	\$10,691.7	\$11,084.6	-3.5%
Outdoor	\$4,020.4	\$3,831.2	4.9%
FSIs	\$1,861.0	\$1,828.6	1.8%
TOTAL	\$148,993.5	\$148,712.4	0.2%

* source: Neilson Media Research measures advertising expenditure based on published rate cards. outdoor AdEx is based on actual spending by five media operators. ** source: Perception Research Services, Arbitron outdoor Study, RYP & Becker Group.



WHY MOBILE OUTDOOR ADVERTISING?



MEDIA COMPARISON...MORE FOR YOUR MONEY WITH MOBILE

1/3 Page B&W	NEWSPAPER	\$24.95
:30 Second Spot	TELEVISION	\$26.58
4 Color Full Page	MAGAZINE	\$11.76
:30 Spot	RADIO	\$11.75
Rotary Bulletins	OUTDOOR	\$6.24
Daily Tracking	MOBILE OUTDOOR	\$4.17

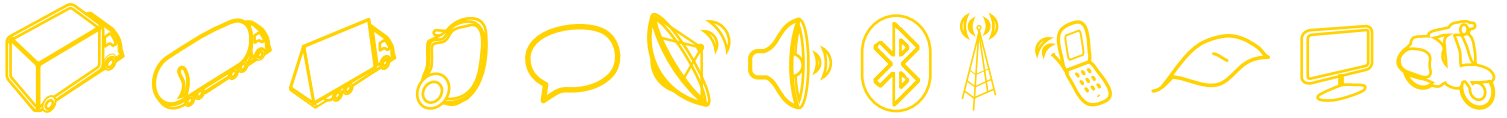
*CPM
 ** Based on the top 100 markets in the US
 *** Source: SQAD (Winter 2005), Media Dynamics, Inc

ROI - RESULTS YOU CAN SEE





WHY GOMOBILE ADVERTISING?



- GoMobile Advertising is in the business of offering customers a multi-media platform of high-profile, highly targeted advertising that helps advertisers deliver their message on air, online and on premise.
- GoMobile Advertising is: Multimedia, Illuminated Scrolling Billboard Vehicles, Fuel Truck Fleet Advertising and A-Frame Vehicle Advertising.
- GoMobile Advertising is: Bluetooth, GPS, Street Teams, Segways, Vehicle Wraps, FM Broadcasting, Customizable, that will not just complement but drive any media mix.





MA-2 MULTIMEDIA ADVERTISING VEHICLE



See: Crisp, scrolling, illuminated signage (6x6 and 6x10), awe-inspiring traveling 3-D displays with live models, your brand wrapped all over a vehicle, people surrounding your truck with camera phones as if the Beatles were back in town.

Hear: Your 30 second radio spot, pump-up-the-crowd music, an announcer over a PA system, the buzz of people around the truck talking about your brand.

Taste: Mouth-watering product samples handed out by brand ambassadors, the excitement in the air.

Touch: The elements of an interactive game, your product, promotional premiums, coupons, consumer's cell phones with messaging. Each other as your consumers pose for a photo in front of your brand.

Smell: Your product as it's sampled by the consumer, money coming into your pockets by the minute.





MA-2 MULTIMEDIA ADVERTISING VEHICLE



[PROGRAMS:]

Shared Scrolling

Moving billboards generate double the attention of a static billboard. Our shared scrolling mobile billboard vehicles follow distinct routes in specified zoned coverage, allowing you to pick which local zone you want your message to go. You can also request specific zip codes to geo-target specific demos to match your direct mail campaigns, or to compliment your TV or radio buys.

Multimedia Exclusive

Our most popular award-winning advertising program, multimedia exclusives give you direct access to a vehicle for an indefinite period of time. Graphic wrapped with your branding, this becomes an all-inclusive event in a box that will show up at all kinds of events based on a custom calendar we develop just for you. A 3-D display and billboards strategically ran at different times give consumers the appearance of multiple trucks. An eight-speaker sound system gives consumers another way to experience your message. And, we are constantly exploring new ways to use the vehicle to deliver results for our clients. We'd love to hear your ideas!

Weekend Exclusives

Weekend Exclusives allow you to take full advantage of a 3-D display or exclusive billboard time at a discounted price – by limiting it to weekends on our shared scrolling vehicle (no graphic wrap on the truck). Examples of events we have covered include festivals, home shows, concerts, and grand openings. Availability is especially limited during baseball and football seasons.

Sports Packages

Be a part of one of the most engaging demographics at only a fraction of what it would cost to be inside the stadium! We offer shared scrolling packages to be at select home games during the football and baseball seasons in your local market. We can also build custom packages that include exclusive time with a street team.





GOMOBILE MARKETING PLANS

[OUR MOST POPULAR PLANS]

Shared Routes	Shared Events	Exclusive Events	Total Go Plans	Fuel Fleet Ads
\$1500/week	\$200/hour (6 hr minimum)	\$200/hour (16 hr minimum)	\$30,000/month (3 month minimum)	\$800/week \$400/week tail (3 month minimum)
Includes: • GPS • Driver • Illumination • Fuel • Three Billboards	Includes: • GPS • Driver • Illumination • Fuel • Three Billboards	Includes: • GPS • Driver • Illumination • Fuel • Three Billboards	Includes: • GPS • Driver • Illumination • Mobile Showroom • Street Team • 166 hours/month	Includes: • GPS • Driver

* Plans do not include production. Prices subject to change





GOMOBILE STREET MARKETING



[PROGRAMS:]



Segway AdChariot

An increasingly popular product with businesses large and small, our quiet, environmentally friendly Segway Chariots can be used by themselves at events or can be built into custom programs and tag-team with a Multimedia Exclusive. With the splendor of a Roman chariot rider, our brand ambassadors are trained to put on a show or to simply target consumers and pass out promotional items. Either way, they roll majestically nearly a foot above the crowd with a shield gloriously displaying your message, covering more ground and outperforming the industry-average rate for redemption.

The GoTeam Brand Ambassadors

Available at any venue with high-pedestrian traffic, our street teams can be used to complement any of our various packages or used alone to simply distribute product at your next event, promotion or grand opening. Members of the GoTeam are highly trained to engage with your consumer and can reach hard-to-penetrate areas with premiums, coupons and other materials. Don't have a fan card or promotional piece? Our graphics department can help you create something that has been time-tested to work for your next campaign.





GOMOBILE FLEET ADVERTISING



[PROGRAMS:]

Truckside Fleet Advertising

The largest of our advertising offerings, our supersized long and short-haul shipping trucks offer targeted visibility on a truly grand scale. With 400 to 1000 square feet of advertising space, your 18-45 foot long billboards can be rolling down the freeways and city streets to deliver cost-effective, high-impact campaigns to the level of frequency that your campaign demands.



Fuel Tank Fleet Ads

With over 95 vehicles available in Washington, Oregon and Arizona, Fuel tank fleet advertising affords you a high frequency and reach advantage that covers highways and city streets in each market. It also gets you a high-impact, 700 square-foot message that will make regular daily stops at high-profile locations like Costco, Safeway, Shell and Chevron. The cylindrical shape allows for creative replication of similarly shaped products as well; canned beverages, Pringles, batteries, sausages and soup are just a few ideas.



CASE STUDIES

CLIENT: IKEA of Seattle

GOMOBILE NETWORK AFFILIATE: GoMobile Advertising,
Seattle, WA

Brand: IKEA

Agency: Carol Merry Marketing

Campaign Title: Catalog 2007 is here!

Dates: July 26- September 4, 2006

Goal: Promote 2007 Catalog to Western Washington

Program: Mobile vehicle with living room display, street team delivered over 3,000 catalogues and calendars in two weeks. Attended over 30 events in five counties.

Results: Exposure at AdBash, 2 min feature on Star 101.5's Kent and Alan Morning Show. Front page ad in Media Magazine, article in Media Life. Front page and featured article in Outdoor Advertising Magazine.

Take Away: Communicated 2007 catalogue, design campaign around popular living room design. Extended advertising with radio spot. Model was used to give life to display.





CASE STUDIES

CLIENT: KFC

GOMOBILE NETWORK AFFILIATE: GoMobile Advertising,
Seattle, WA

BRAND: KFC Chicken & Biscuit Bowl

AGENCY: Alan Frank & Associates

CAMPAIGN TITLE: "The Rolling Bowl"

DATES: May 21- June 30, 2007

GOAL: Promote Chicken & Chicken Bowl and www.therollingbowl.com

PROGRAM: Used cutting edge Bluetooth technology to send out coupons to cell phones around the vehicle. 15 billboards scrolling promoting flavors of Chicken Bowl. Segway team dressed in KFC uniforms distributed 'Go Mariner,' push cards with coupons on the back- this was captured during 7th inning stretch of Fox Sports. Vehicle visited 69+ KFC stores in Western Washington and Ellensburg. Partnered with Seattle Police Department to feed 70 youth in South Park Community Center in Seattle. Event Coverage at Taste of Tacoma on June 30.

RESULT: 1 min feature on KOMO 11am news. 1000+ photos taken of vehicle at sporting events. Met KFC owners at Clear Channel. Featured in 3 articles in Great Outdoor Network, Tacoma News Tribune, and Everett Herald. \$1000 giveaway promotional contest.

TAKEWAYS: Promotional contest for www.therollingbowl.com. Partnered with SPD to provide community service. Interactive online advertising with rollingbowl.com. Giant 6-ft wide, two foot Chicken and Biscuit Bowl. Recognized as best public relations launch by client.





CASE STUDIES

CLIENT: Safeco Insurance

BRAND: Safeco Insurance

GOMOBILE NETWORK AFFILIATE: GoMobile Advertising,
Seattle, WA

AGENCY: Copacino+Fujikado

CAMPAIGN TITLE: What matters to you?

DATES: May 15 - July 7, 2007

GOAL: Promote insurance to target audiences.

PROGRAM: With innovated 3D mobile display.
Implemented exclusive traffic plan that targeted business with 1000+ employees.

Reached: **San Francisco, Sacramento, Portland, Seattle, and Spokane.**
Ran in Seattle from Mid May to December 2007.

RESULTS: Generated over almost 18 millions impressions in high impact and high traffic areas. Senior management participated.

TAKE AWAY: Using a mobile vehicle as an extension of a commercial and print campaign helps to create recollection for viewers. 3D mobile complemented other media mix: commercial and print. Creative way to create buzz at key targeted events.

Simple concept that is fun to look at.

Provided buzz with local agents at local markets.

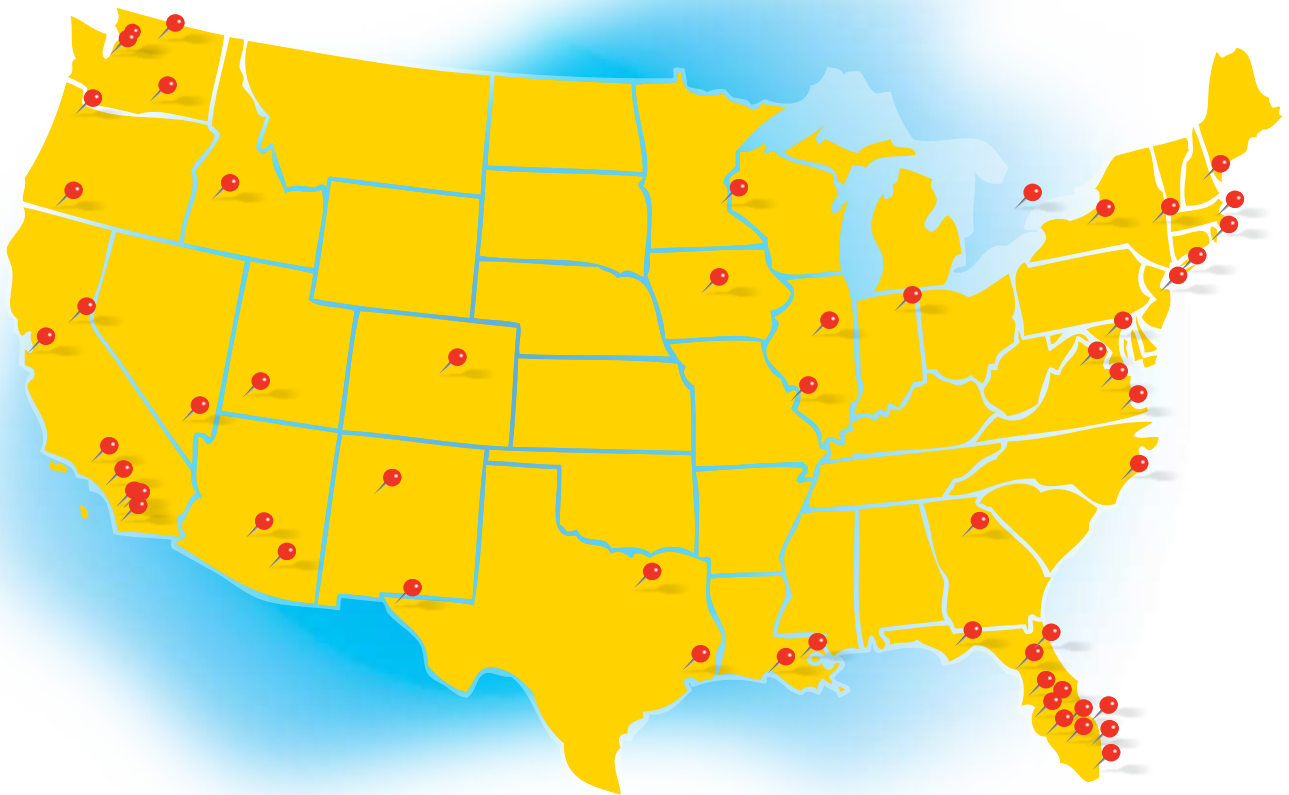
Utilized mobile at Safeco events at local sponsored events.





GO NATIONAL

Albany, NY Albuquerque, NM Atlanta, GA Austin, TX Baltimore, MD Boise, ID (2) Boston, MA Charlotte, NC
Concord, NH Culpeper, VA Dallas, TX Denver, CO Ft. Myers, FL Ft. Lauderdale, FL Ft. Pierce, FL
Ft. Wayne, IN Gainesville, FL Gulfport, MI Houston, TX Indianapolis, IN Landon, SC Las Vegas, NV
Los Angeles, CA Medford, OR Miami, FL Minneapolis, MN New York, NY Neptune, FL Norfolk, VA
Northern, VA Ocala, FL Orange County, CA Panama City, FL Peoria, IL Phoenix, AZ Pinebrook, NJ
Portland, OR Providence, RI Raleigh, NC Richmond, VA Riverside County, CA Rochester, NY
Sacramento, CA San Diego, CA San Francisco, CA San Jacinto, CA Sarasota, FL Seattle, WA
St. Louis, MO St. George, UT Tampa, FL Temecula, CA Toronto, Canada Tri Cities, WA
Tucson, AZ Warrenton, VA West Palm Beach, FL





TESTIMONIALS

THE WORD ON THE STREET

“We wanted to try GoMobile because it’s exciting to be a part of something fresh. Their routes get our message into neighborhoods we might not reach with traditional outdoor advertising. The promotional component of having the truck at targeted events, passing out coupons, etc. adds value to advertising with GoMobile. We had patrons on the phone telling us they had seen our “cute” truck. That was great to hear. It benefited PNB by raising our awareness during our biggest advertising campaign of the year, Nutcracker.”

- L. Chiarelli, Associate Director of Marketing, Pacific Northwest Ballet

“Thank you to Go Mobile for making our Western Washington KFC client’s new product launch a success. The KFC Co-op was very impressed with the execution of their Chicken and Biscuit Bowl campaign. Not only did our client have good results, but our advertising agency was recognized by KFC Corporation as the best new product promotion in the country. We appreciate Go Mobile’s creativity, responsiveness and smooth execution; and, we look forward to partnering with them again in the future.”

- Cathy Knowlson, Account Supervisor, Alan Frank & Associates, Seattle, WA

“Thank you very much for the GoMobile truck advertisement on the James Wade homicide. The victim’s family also appreciates the added exposure your trucks give to their father’s case.”

- Detective Paul Takemoto- Seattle Police Department
- Homicide Unit

“I just wanted to drop you a note and let you know how thrilled we are with the recent mobile truck in Sacramento that you executed for our client, Safeco Insurance. GoMobile exceeded campaign expectations in every way! From the initial development stages through the execution, you were all extremely buttoned up, professional and trustworthy to work with. This was a new, unique opportunity we had not executed for any of our clients before but based on the buzz, visibility and campaign success that was generated, it is something we will definitely consider for future client campaigns. Thanks again and we look forward to partnering with you on future efforts!”

-R. Morgan, Copacino+Fujikado, LLC



TESTIMONIALS

THE WORD ON THE STREET

“The GoMobile Advertising campaign, with the Miller Chill truck as the centerpiece of our promotions, gave us an incomparable visual advantage and was instrumental in branding Miller Chill in the Seattle marketplace. With the Miller Chill truck again as the centerpiece of our 2008 promotion, we are expanding our campaign in Seattle to 13-weeks and adding Portland, OR.”

- Jeff Gardiner, Marketing Manager

“GoMobile provides us an advertising venue that get's noticed and demands attention. It's "advertising on the move." We promote multiple programs on one mobile truck at the areas largest events. Since GoMobile is so flexible, I use it as a topical marketing vehicle that can be customized on a daily basis. I'm very happy to recommend using GoMobile to satisfy your alternative marketing needs.”

- D. Poor, Creative Service Director, KSTW-TV CW-11

“We are very pleased with the response that IKEA has received from our GoMobile promotion for IKEA Catalog 2007. This has been one of our most successful catalog promotions and GoMobile has been a big contributor to that success.”

- C. Merry, Advertising Manager for IKEA

