

WELCOME TO THE WORLD OF
GoMobile Advertising



Advertising Team

The GoMobile



Left to Right: Christian Gerling, Mike Seifert, Chris Schuler, Ron Lemmen, Robert Lightell

Who Is GoMobile Advertising?

GoMobile Advertising, LLC is a Seattle based company offering the first of its kind Scrolling Mobile Billboard Vehicles to provide advertisers with a creative solution to break through today's media clutter. GoMobile Advertising provides clients with high impact, geographically targeted, "In Your Face" advertising messages that generate results. These new advertising vehicles can be used for branding, new product rollouts, grand openings, events and guerilla marketing opportunities. To see how GoMobile can work for you, contact Mike Seifert at (253) 266-2164 or mseifert@gomobileadvertising.com.

Just How Does It Work?

Imagine watching a baseball game when you notice a sign behind home plate scroll from one advertiser to another during the game. Now imagine taking that concept and getting it to work on a mobile platform. The GoMobile system consists of eight billboards that scroll up and down

behind a glass window on each side of the mobile advertising vehicle for a total of 24 billboards. The billboards are made of long-lasting vinyl and are designed to scroll every six to eight seconds. Add backlighting, along with a carefully choreographed strategic route designed to generate the most impressions possible in an eight hour shift, and you begin to understand just how amazing this concept is.

History

Mobile Billboards in many ways are the 21st century's high-tech answer to the 19th and 20th century's use of the "sandwich board" which allowed buyers and sellers to quickly communicate names, addresses, prices, products and images in a geographically targeted area. Scrolling Mobile Billboards have been used extensively in both Europe and Asia since the mid 1990's; however they are just beginning to gain acceptance in the United States as a viable advertising option.

An Advertising Trend

According to a recent National Public Radio story on mobile billboards, "With TiVo and satellite radio growing in popularity, advertisers are increasingly heading

outdoors to reach their target audiences, spending \$5.8 billion on outdoor ads in 2004 alone...and they're no longer relying solely on highway signs to attract attention. Mobile billboards patrol the streets of both small cities and major metropolitan areas."

Advantages

There are several advantages of scrolling mobile billboard vehicles. First and foremost, it cannot be turned off, tuned out, or thrown in a recycling bin. If you are sitting in traffic, stopped at a stoplight or simply walking across a street, you cannot miss a gigantic 6' x 10' back-lit sign at eye-level virtually "in your face." Second, the mere act of scrolling to another billboard will naturally draw your attention to the new advertisement on the GoMobile Advertising Vehicle. Third, GoMobile routes are generated using Department of Transportation daily vehicle counts for the specific intersections along these routes. We are not dictated by passenger schedules. If a special event or a shopping mall along the route increases traffic, we'll adjust our route to take advantage of the additional exposure. Fourth, GoMobile routes are targeted for areas where traditional static billboards are limited or not even available. GoMobile Advertising is quite simply the most exciting out-of-home advertising product available.

GPS – GoMobile Advertising's Affidavit Of Performance

All of the GoMobile Advertising vehicles will use GPS (Global Positioning Satellite) technology to provide exact routes and location information to prospective and existing clients. At any given time, a client can log onto the www.gomobileadvertising.com Website and see exactly where their advertising message is located. GPS provides the opportunity to not only assure clients that their message is seen, it also provides our drivers with detailed turn-by-turn routing information to provide the best calculated viewing opportunities.

GoMobile Commute Talk

All of the GoMobile Advertising vehicles have low-power FM transmitters to provide clients with an even greater opportunity to get their message out. These broadcasts can be heard by passing motorists within 200 feet of the vehicle featuring commercials of the advertisers displayed on the vehicle.

BioDiesel – Fueling Our Future

GoMobile Advertising also uses BioDiesel, a clean burning fuel to operate the GoMobile fleet. BioDiesel is a fuel produced from a domestic, renewable resource such as soybean oil. GoMobile is excited to be using BioDiesel as a better way to operate our advertising vehicles. Together with the BioDiesel industry, we hope to promote this new clean burning fuel.

Public Service

GoMobile Advertising is proud of its association with many non-profit organizations. In the past 90 days, GoMobile has provided public service messages to several non-profits including Partnership for Drug Free America and Volunteers of America. Our future plans are to utilize our mobile ad vehicles to assist area non-profit organizations in the collection of food, recycling campaigns, and toy drives.

The Future

GoMobile is excited about the future of mobile marketing. Mobile Showrooms, Bluetooth technology, low power FM broadcasts, live satellite broadcasts, live Internet connectivity, video displays and SMS text messaging are just a few of the possibilities in the near future for mobile outdoor advertising. To find out how these applications can help your business, contact Mike Seifert at (253) 266-2164 or mseifert@gomobileadvertising.com.



Welcome Comcast, GoMobile's newest advertiser.



GoMobile's vehicles attract attention from drivers and pedestrians alike.



All GoMobile vehicles feature back-lit signs to make your advertising message "pop" at night.



Pacific Northwest Ballet use GoMobile to target their Bellevue & East Side clients.

GoMobile Advertising As A Business Opportunity

In addition to selling billboards, GoMobile Advertising is also the exclusive distributor for Scrolling Mobile Vehicles in markets across the country. In just over 90 days, GoMobile Advertising has secured commitments for over \$1 million in Scrolling Mobile Vehicle sales in Southern California, Canada and has pending sales in many major markets.

Do you want to be part of the 5.8 billion dollar outdoor advertising industry?

GoMobile Advertising is looking for entrepreneurs who are interested in developing their own markets. GoMobile Advertising provides a turn-key business opportunity for someone looking to get into the Mobile Advertising business. We offer potential Territory Affiliates a myriad of elements that make getting into this business easy. From help reaching out to lenders for business financing, ordering vehicles and production assistance to the most important element of all—just how to sell this type of advertising to both retail and agency clients alike.

GoMobile Advertising is the most exciting out-of-home advertising product available. If you are interested in being a part of this exciting new advertising opportunity, please contact Chris Schuler at cschuler@gomobileadvertising.com or (253) 266-2160.

Welcome to the world of mobile advertising... Welcome to the world of GoMobile!

www.gomobileadvertising.com
(877) SCROLL-1
PO Box 3148, Federal Way
WA 98063-3148

Current & Future Seattle Metro Routes

Bellevue/Kirkland/Redmond..... Now
South SoundFeb, 2006
Downtown Seattle..... March, 2006

Additional Routes TBA Online in 2006

GoMobile Advertising Would Like To Thank Our Founding Clients:

Radio Sol
autoexpressusa.com
Pacific NW Ballet
Spirit Halloween
Warren Miller
Summit at Snoqualmie
JB Factory Carpets
Comcast
Epicenter Fitness
Partnership for Drug Free America
Volunteers of America

What Our Advertisers Are Saying...

"Radio Sol 1360AM uses GoMobile Advertising as a way to create station awareness to the fastest growing population segment in the Puget Sound area. Utilizing the mobile ad vehicle at various events is very eye-catching and has proven to be an outstanding marketing addition for our advertising partners!"

Violeta Strash
Station Manager
KKMO/KTFH

"Working with GoMobile Advertising on the Pacific Northwest Ballet's Nutcracker campaign was a great success! It was the perfect addition to our advertising mix. We will definitely continue to add GoMobile Advertising to our advertising campaigns!"

Lia Chiarelli
Associate Director of Marketing
Pacific Northwest Ballet

"For this year's Warren Miller advertising campaign, we added GoMobile Advertising to our media mix for the Puget Sound area showdates. The client was excited about the "in-your-face" advertising exposure the mobile vehicle provided us, and the opportunity to target specific events. We look forward to including GoMobile Advertising for next year's Warren Miller film tour. "

Nancy Richter
Entertainment Media

"GoMobile Advertising has been the biggest targeted lead generator of any advertising we have done for our new autoexpressusa.com Website. Being in front of our potential customers with in your face advertising has worked for us, I would recommend it to any business—and I have!"

Ken Huttman
CEO
Autoexpressusa.com