

Sports Media, Inc.

Sometimes You Have To Give Up Flashy To Get Results!

Stadium Cupholder advertising has proven to be one of the most appealing and effective ways to reach new consumers and build company brands. Cupholders offer high visibility and exposure; Advertisers keep a captive audience with 3 hours of exposure per event. Cupholders build relationships directly with the consumer, team, facility, advertiser and other sponsors. Experience Marketing is a great way to build brand loyalty. Cupholders provide a positive experience while protecting the fan's beverage.

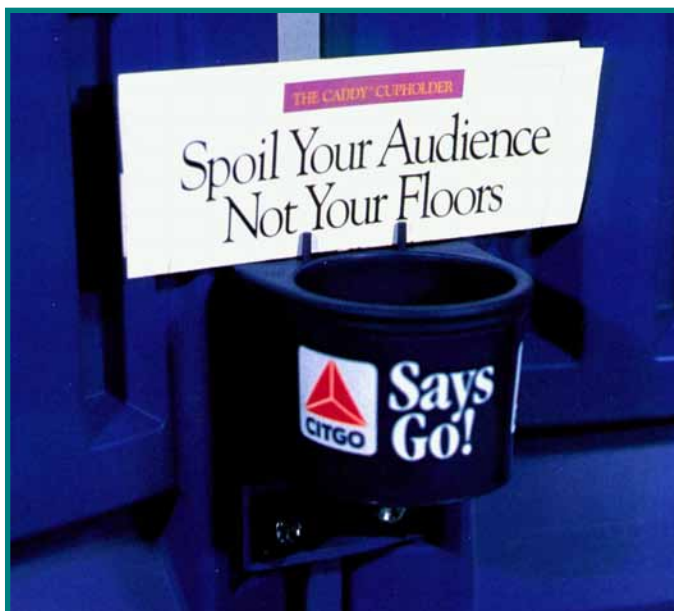
Sports Media Has Cupholders in Sporting Venues Nationwide!



*Collectively,
Sports Media Cupholders
Offer The Largest Ad Space
In Stadium, Arena,
and Ballparks.
Now available at NASCAR*

Advertising Benefits

- ◆ High visibility and exposure
- ◆ Effective advertising and branding medium
- ◆ Captive audience for a minimum of 3 hours per event
- ◆ An opportunity to deliver brochures and product samples
- ◆ Multiple impressions initiated by beverage consumption
- ◆ Build relationships directly with the consumer, team, facility and other sponsors
- ◆ Ability to further reach consumers through additional promotional campaigns
- ◆ Convenient and cost saving advertising in multiple facilities with Sports Media
- ◆ 3 hours of Brand building for less than 10¢ an impression



Consumer Support Data

Two separate Cupholder advertising research studies, conducted throughout the United States in Sporting Venues, concluded the following results:

- ◆ 92.3% of fans surveyed use Cupholders
- ◆ Users of the Cupholder looked at the holder an average of 28 times during the consumption of each drink
- ◆ 88.3% thought the Cupholders were convenient
- ◆ 96.4% would like Cupholders in other facilities
- ◆ 55% were more inclined to purchase concessions because of the Cupholder
- ◆ 53% correctly recalled the company advertising on the Cupholder

(Source; Caddy Products, Inc.)