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NHL Legend Dan Bouchard Joins StadiumTRAY™ Team

Longtime Goaltender, Hockey Innovator and New VP Corporate Sponsorships Knows a Winner When He Sees One

Kennesaw, GA June 8, 2004 – Former Atlanta Flames goaltender and longtime star of the National Hockey League Dan Bouchard has joined Spectator Advertising Solutions as Vice President Corporate Sponsorships.

The newly appointed executive was drawn to the Company because of its innovative nature and winning attitude, attributes he has embodied over the years.

Bouchard thrived for 14 seasons in the National Hockey League as a goaltender defending the nets of a fledgling franchise in Atlanta beginning with his rookie season in 1972. The Flames subsequently moved to Calgary, Alberta in 1980 where he continued to consistently win the majority of games he started. Bouchard finished his NHL career in 1985 – 1986 with the Winnipeg Jets after playing five seasons with the Quebec Nordiques.

He brought innovation to the NHL as the first pro net minder with a painted face mask, colored leg pads and goaltending sticks. Since leaving the NHL, Bouchard has served with sports equipment manufacturers in a variety of roles, has toured the speakers' circuit as a motivational lecturer and was head coach of LIFE University's hockey squad where under his guidance the team won five American Collegiate Hockey Association Division II National Titles.

“I like new innovations and StadiumTRAY™ is a stroke of genius in my opinion,” says Bouchard. “The trays are really convenient, very attractive, and great for promoting brands and the venues all want them.” In addition to securing new advertisers for

collegiate and professional sports venues utilizing StadiumTRAY™, Bouchard hints at things to come when he says he'll focus some of his efforts on advertisers seeking audiences at amusement parks, movie theaters and school cafeterias.

“Dan obviously knows how to compete at the highest levels and is extraordinary under pressure,” says George Poston, CEO and founder of Spectator Advertising Solutions. “He’s a welcome addition to our team and we’re looking forward to his creative contributions to our growth.”

About StadiumTRAY™

StadiumTRAY™ is a powerful new advertising medium that puts corporate brands and advertising messages right in the laps of target audiences – literally. Produced by Spectator Advertising Solutions of Kennesaw, GA, the versatile StadiumTRAY™ is provided free to sports and entertainment fans with the purchase of each food or beverage item sold at sponsored sports and entertainment events serviced by the largest concessionaires in America including Sodexo, Aramark, and Boston Concessions Group. The Company’s manufacturing partner, Pratt Industries, insures only the highest quality materials are used to produce StadiumTRAYs.

StadiumTRAY™ is used at professional and college sports venues including Turner Field, American Airlines Center, Wachovia Center, Ball Park at Arlington, The Pepsi Center, Philips Arena and NCAA Universities that include Georgia Tech, Auburn, Arkansas, Texas Tech T.C.U. S.M.U. Vanderbilt, Marshall and The Naval Academy. The Company’s website is located online at www.stadiumtray.com