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Former Georgia State Athletic Director Augments StadiumTRAY™ Marketing Organization

**Dr. G. Rankin Cooter, Ph.D., Will Also Apply 30 Years of Experience as Professor
of Sports Administration to Real Life Branding Scenarios**

Kennesaw, GA July 20, 2004 – Advocating unique applications, quality and fresh ideas as the formula for success during his 30 year tenure instructing college students in marketing and sports business, Dr. G. Rankin Cooter spotted all of the above in Spectator Advertising Solutions' StadiumTRAY™ and the Ph.D. is now applying his lesson plan on behalf of the Company.

A full professor at Atlanta's Georgia State University, the Professor of Sports Management also served as Associate Athletic Director for two years before taking the helm as AD for an additional five. For 11 years, Dr. Cooter served as Director of the University's Graduate Program for Sports Business. Since retiring from Georgia State in 2002, he has operated his own consulting practice, Sports Business Solutions, from his Jacksonville, FL facility. Over the years, he has consulted with the Georgia PGA, NASCAR, the Atlanta Hawks and the Atlanta Braves. He joins StadiumTRAY as Vice President, Sponsorship Marketing.

Dr. Cooter says StadiumTRAY "just makes good business sense because it delivers brand and product recognition to marketers in one of the most unique and fresh ideas I've seen applied to the sports industry. StadiumTRAY is an outstanding signage opportunity. For example, it is far better than most other signage in any arena, particularly if the advertiser creates an 'added value' with a coupon, free CD, or other giveaway."

"We're looking forward to drawing from Dr. Cooter's extensive knowledge base of sports marketing," says Spectator Advertising Solutions CEO George L. Poston. "We

expect his expertise will be invaluable to us and our customers as we strive to grow our business and that of our partners.”

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