

THE SPECTATOR

A MONTHLY CORPORATE NEWSLETTER

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What's next for

Spectator Advertising Solutions?

- Cruise tray
- Resort Tray
- Beach Tray
- Race Day Tray
- Movie Tray



The Food and Beverage Tray That Delivers Your Advertising Message

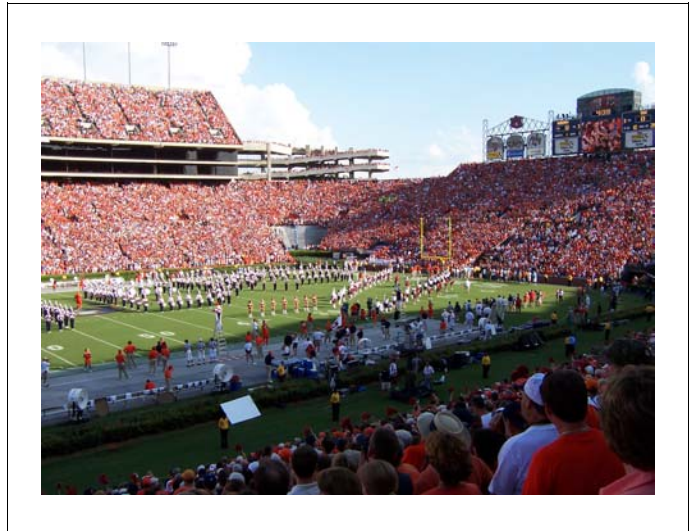
BEST BUY & STADIUMTRAY KICK OFF 2003 NCAA SEASON AT NINE MAJOR UNIVERSITIES

August 30, Auburn Ala.

Football Fans were pleasantly surprised to find a new food and beverage tray provided for their convenience by concessionaires at the Auburn/USC game.

Sodexo USA, the largest concessionaire and campus services provider in North America, selected StadiumTray for use at eight of their top universities for the 2003 season.

Jamie Crow, Sodexo's General Manager for Jordan Hare Stadium stated, "StadiumTray was a big hit with our fans, it is by far the best constructed and most convenient tray we have ever offered to our concession customers. Crow went on to say, "it was the first time I have ever heard fans commenting about how good our trays were, and they liked having the season schedule printed on the bottom".



97,427 fans pack Jordan Hare Stadium to watch Auburn vs. USC

Best Buy is the Official StadiumTray sponsor at all Sodexo Venues.

Stadium Tray is also in use at The Naval Academy, Georgia Tech, Vanderbilt, Arkansas, Marshall, Texas Tech, S.M.U., T.C.U.



STADIUM TRAY MAKES THE MLB PLAYOFFS AT TURNER FIELD

As the 2003 NL EAST CHAMPION Atlanta Braves prepare for the Playoffs for the eleventh straight season, StadiumTray prepares for it's debut in MLB.

When the Braves take the

field on September 30th in game 1 at Turner field, StadiumTray will be offered for first time in a MLB Playoff series. With Best Buy as the official stadiumTray sponsor at Turner Field, fans will be introduced to a new and innova-

tive food and beverage tray that promises to make there game more enjoyable, compliments of the retail electronics giant, Best Buy. Aramark, the concessionaire at Turner will providing StadiumTray with every food or beverage item served.

*Who is Levy Restaurants ?*



# STADIUMTRAY WILL BE AT MAJOR RACE TRACKS FOR 2004 NASCAR SEASON

Partnering with the food catering giant Levy Restaurants, StadiumTray will be offered at major racetracks such as Atlanta Motor Speedway, Texas Motor Speedway, Bristol Motor Speedway, Lowe's Motor Speedway, Las Vegas Motor Speedway and Route 66 Motor Speedway.

Levy Sports and Entertainment provides both premium and general concession service at 61 major venues.

The specific venues where StadiumTray will be available has yet to be determined but

will be announced in November 2003.

Levy also provides food service at many other well known stadiums, ball parks and arenas including, Dodger Stadium, Lambeau Field, American Airlines Arena, The Pepsi Center, MCI Center, Arlington Park, Hollywood Park and Churchill Downs.

Our StadiumTray distribution arrangement with Levy will provide Spectator Advertising Solutions the opportunity to offer advertisers some of the most sought after sports venues in the nation and will give

us access to the fastest growing spectator sport in the world and the NASCAR audience.

**Last year 17 of the 20 top attended events in the U.S. were NASCAR races.**



**New NASCAR CUP Sponsor**

*Marshall*

*Georgia Tech*

*Texas Tech*

*Auburn*

*Arkansas*

*Vanderbilt*

*Navy*

*T.C.U.*

*S.M.U.*

## THE REST OF THE GAMES



## COLLEGE FOOTBALL AT IT'S BEST



# STADIUMTRAY WELL RECEIVED BY SPORTS FANS AT NCAA GAMES

During surveys taken at recent events, fans have had nothing but good things to say about StadiumTray.

Fans representing a broad demographic profile from age 15-60, both male and female have been extremely positive in their comments about StadiumTray.

"This is great, I don't have to make two trips to get everything I want" said one fan.

"What a great idea, is your company hiring?" Said another.

"This tray sits on my lap perfectly and it is so easy to carry" remarked one woman.

"I think I will take it back to the dorm, it has the season schedule on the bottom" said one student.



Why didn't I think of this? Asked one fan



*What do fans think about StadiumTray?*



# THE ATLANTA HAWKS AND ATLANTA THRASHERS PRE SEASON BEGINS OCT 1ST

With the NBA and NHL season just a week away, StadiumTray will be on hand to help them launch the new season.

StadiumTray is the exclusive provider of food and beverage trays to Philips Arena.

Best Buy the national elec-

tronics retailer will be the Official sponsor at Philips Arena as the season for both leagues starts October 1st.

Philips Arena is Atlanta's premier sports and entertainment venue and presents over 200 events annually.

Not only is it the home of the Hawks and Thrashers it also hosts major concerts, ice shows, the circus and is recognized as one of the best indoor arenas in the world.

Philips was the site for the NBA All-star Game in 2003 and has a calendar of upcoming events that will attract over 2.3 million fans in the year ahead.



*Philips Arena prepares for NBA Hawks and NHL Thrashers season to begin.*



*New corporate address for SAS*

125 TownPark Drive  
Suite 300  
Kennesaw, GA 30144

Phone: 770-420-8250

# STADIUMTRAY LOCATES NEW CORPORATE HEADQUARTERS OUTSIDE OF ATLANTA

The new corporate headquarters for Spectator Advertising Solutions is located in the TownPark Center in Kennesaw Georgia, just north of Atlanta.

The new offices are conveniently located between Hwy 575 and I 75 about 35 minutes from downtown Atlanta and 45 minutes to Hartsfield Airport.



Spectator Advertising  
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Kennesaw, GA 30144

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**We're on the Web**  
[www.stadiumtray.com](http://www.stadiumtray.com)

*SPORTS + FOOD + DRINK*

**StadiumTray**  
**The food and beverage**  
**Tray that delivers**  
**Your Advertising**  
**MESSAGE**



## Mission Statement

**Spectator Advertising Solutions** is a sales and marketing driven organization committed to developing innovative and creative advertising solutions that enable sponsors to place their brand and advertising message in the hands of a target audience with broad demographic appeal to both national and regional advertisers.

**StadiumTray** was designed to provide sports and entertainment fans with a more user friendly way to manage their food and beverage items at all spectator events, including sports, concerts, races and other spectator venues where food and beverage items are served.

## Corporate Philosophy

**Spectator Advertising Solutions** is committed to offering the highest quality products at the least possible cost. We take pride in the products and the services we offer our clients.

We work together as a team to create the harmony and professionalism required to be the best organization we can be. SAS is dedicated to providing our employees a rewarding and enjoyable place to work and grow while always remembering that SAS is in business to serve the needs of our clients.

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## SOME OF OUR DEEREST FRIENDS USE STADIUMTRAY

