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PRESS RELEASE

**Georgia Governor's Office of Highway Safety Teams Up
with InStadium and the Atlanta Braves**

Chicago, IL, August 23, 2006 – Every year, more than 1,600 lives are lost on Georgia highways, largely due to alcohol-related crashes and unbuckled safety belts. As part of their overall effort to educate the public about highway safety and to reduce the number of roadway fatalities, the Georgia Governor's Office of Highway Safety (GOHS) has teamed up with InStadium and the Atlanta Braves to promote public safety through a comprehensive sports marketing campaign at Turner Field. Over the course of the 2006 Major League Baseball season, over 2.8 million fans will attend games at Turner Field, and GOHS will be able to capture the attention of each fan multiple times during each game. Game day fans entering Turner Field are greeted by a "Click It or Ticket" safety belt ad or an "Operation Zero Tolerance" impaired driving message on the Braves plaza matrix board, LED banners, stadium closed-circuit network, and InStadium restroom signage panels, immersing them in safety messaging from the moment they enter Turner Field until the end of each game.

"Our InStadium campaign at Turner Field is designed to discourage high risk driving behaviors on public roadways with all the fans, staff and food service employees, and helps us raise awareness about the number of preventable fatalities with a simple message to Slow Down, Buckle Up, and Drive Sober," says Jim Shuler, Director of GOHS Public Affairs, who recently received Telly, Emmy, and NAGC awards for his highway safety public affairs work for the State of Georgia.

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“InStadium is one of our first out-of-home advertising experiments but has yielded amazing exposure for Georgia Highway Safety and our life saving campaigns,” continues Shuler. “We soon realized that using this venue to reach out to Braves fans and local visitors about the importance of buckling-up and how they can reduce alcohol-related highway deaths makes perfect sense. What’s unique about this approach is the variety of ways InStadium delivers our safety belt or drunk driving messages to the audience. The “Click It or Ticket” safety belt slogan is everywhere – fans see it on colorful LED banners on the field. It’s on the big matrix board when they enter the plaza. It’s on the stadium’s closed circuit monitors when they go to buy a hotdog and it’s even on signage panels in the restrooms. Before they go home, the fans hear it once more on the public address system reminding them to buckle-up on the drive home. InStadium’s media fits perfectly with our highway safety campaigns, making this an outstanding and cost-effective opportunity for us to have a high-visibility presence at Turner Field.”

About InStadium

InStadium, Inc. is a revolutionary sports marketing and advertising company focusing on providing local and national brands affordable access to high-value game-day advertising and promotional events. With a portfolio of more than 30 premier Major League Baseball (MLB), National Football League (NFL), and National Collegiate Athletic Association (NCAA) venues, InStadium’s national platform currently includes 20 of the top advertising markets in the U.S., including 16 of the Top 25 DMA’s. While continually expanding its products and service lines to include other forms of game-day media and promotions, InStadium’s primary asset is a nationally-wired sports marketing network that engages the highly-desirable sports fan demographic through the use of indoor advertising panels placed in the restrooms throughout stadiums. This captive and clutter-free placement in the exclusive confines of a professional sports stadium allows advertisers the ability to reach these consumers in an unprecedented manner - with 100% gender specificity and where they are unable to change the channel, switch the station or turn the page.

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