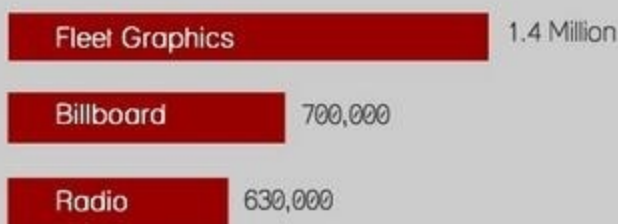


Fleet Graphics Statistics



Number of consumers who say truck advertisements affect their buying habit.

Number of Impressions per Month.



Per Outdoor Advertising Assoc. of America

How long do consumers remember ads?

(Days)



Per Abitron, Inc., an international media and marketing research firm serving outdoor media

76%

Number of consumers who think the ad and vehicle are part of a fleet. Thus, increasing the value perception.

29%

Number of consumers who make a buying decision based on their impression of a company vehicle.

15+

Average number of hours Americans spend in a car per week.