



Velociti to Form Truck Media Division

*Use of GPS Tracking Data to Provide Measured Truck Media;
Fleets to Receive New Media Value along with Free Tracking Services*

Kansas City, Kan. – January 20, 2007 – Velociti Inc., mobile installation and deployment specialists, today announced the creation of a new division of the Company, Velociti Truck Media. Utilizing GPS tracking devices for audience measurement data, Velociti Truck Media presents a unique value proposition for fleets and advertisers alike. Ad agencies, media buyers and marketers benefit from 24/7 Web-access to truck media audience measurements on par with traditional media while trucking operations benefit from the free GPS tracking capabilities being used to generate these media metrics.

“Truck media and the perceived marketing value of it is not new,” stated Deryk Powell, COO for Velociti. “However, the ability to offer measured truck media through the use of web-based project management and GPS tracking devices is new.”

“The fact that we’ve been in the business of installing ad frames and applying adhesive decals for years has provided our company with a unique opportunity to observe the success and failures of truck media. We believe there were two weak links in the truck media model,” continued Powell. “First, was the inability to rapidly install and update ad campaigns in a coordinated effort causing little to no disturbance to the daily operations of a fleet. And the other; was the lack of a means to provide the true measured media information which is vital to ad agencies and marketers. Since installation and deployment is what we do best and because we now have the ability to offer advertisers the measured media tools they require, we believe truck media is now poised to succeed.”

Fleets that adopt Velociti Fleet Media programs will be equipped with a GPS tracking device free of charge. These fleets will have the ability to use the tracking data for the same operational and customer service improvements that are fast becoming a vital and popular tool throughout the transportation industry.

“This is a great opportunity for those fleets and dedicated logistics providers, that have been considering implementing a GPS tracking system but felt they couldn’t afford it,” stated Powell. “Now, they will not only get the GPS system for free, their marketing departments will benefit from the exceptionally economical advertising value which is validated by this technology.”

Velociti Truck Media will be utilizing leading truck media audience measurement software which provides advertising planners and buyers with all of the requisite

audience measurement data as offered by other third party providers such as AC Neilson for TV or Arbitron for Radio.

Enhanced by Velociti's already popular DataMining[®], web-based project management tool, advertisers will have web-based access to track, value and analyze their truck media on a daily basis. 100% of the prior day's performance is available for an entire truck media campaign, a designated market, or a single truck media unit. Other benefits include daily effective circulation (DEC's), Cost-Per-Thousand impression calculations (CPM), advanced mapping, digital photos for proof-of-performance, completion reports, and requests for proposals.

To direct the development of its new Truck Media Division, Velociti has hired Charley Patterson, one of the pioneers in truck media. Patterson developed and patented ad frame technology for affixing and tensioning digitized, large format graphics onto vehicles. This innovation allows for ad copy changes in a fraction of the time that decals require.

“Initially we are targeting our truck media programs to manufacturers, retailers and service companies that operate their own fleets because these companies essentially have marketing and operations departments under the same roof,” explained Patterson. “Even though these two very separate departments are ultimately linked in the ROI spiral, they do not typically work together. With our Fleet Media programs we believe we will bridge the gap in dialogue between these very diverse departments. Our one-stop programs create winning scenarios for all – Marketing wins because now they will get the measured truck media information they need to determine the value and success of their media placements, operations wins because they get the proven savings and operational value that GPS tracking provides. And their consumers will ultimately win because they will be serviced better. In other words, more effective advertising ultimately creates more operations capacity and better supply chain servicing means satisfied distributors and customers.”

About Velociti Inc.

Kansas City-based Velociti Inc. was founded in 1989 as a division of Central States Thermo King. The company was created to provide mobile installation and service technicians that perform all aspects of technology deployments for the transportation, retail and warehousing market sectors. Velociti clients include many Fortune 500 companies from a wide variety of market segments, including transportation, technology, retail, food service, distribution and manufacturing. Velociti has achieved double-digit sales growth every year since 1995 and now offers service in the U.S., Canada, Mexico, Puerto Rico and Western Europe. For more information visit www.velociti.com or call 913-233-7227.

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