

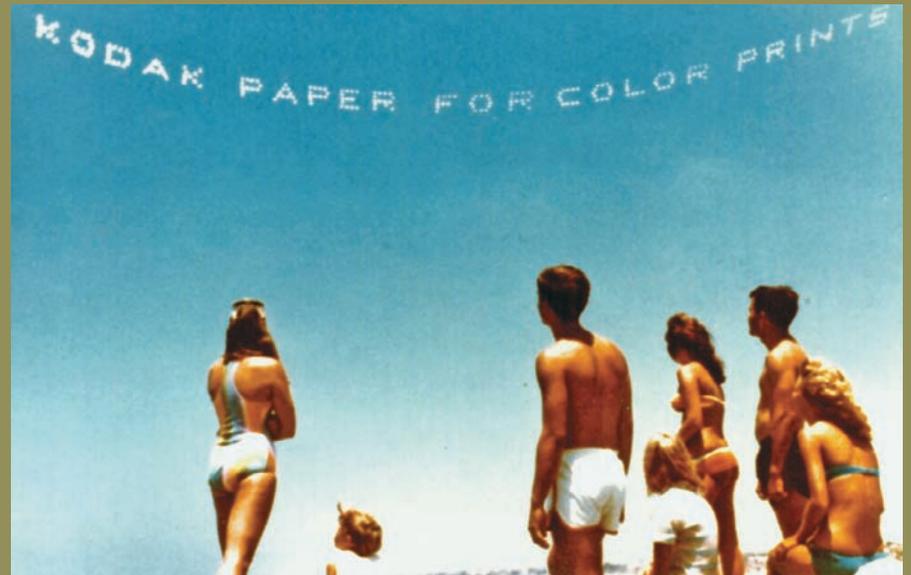
# Brand Building . . .

What do they do that's unique and extremely effective?

Coke, Microsoft, Pepsi, Miller Brewing, AT&T, Pocari  
Sweat, General Foods, Disneyland, Frito Lay, Kodak,  
Anheuser-Busch, Ford, Toyota, Los Angeles Times,  
American Express, BBDO, Dentsu, Coors Brewing,  
Coppertone, LA00C/1984 Olympics, Heineken,  
Boeing, Geico . . .

# USE THE BIGGEST BILLBOARD IN THE WORLD – THE SKY!

Major Brands Depend on SkyTypers to Deliver Their Brand Message to the Masses in an Uncluttered Environment



Clockwise: Page 2

- 1969-1979 Coppertone - California and New York beaches - 10 year branding campaign
- 1983 Sears - Los Angeles and Orange County metro areas - Done with colored vapor
- 1984 Kodak - Santa Monica - Subsequent advertising made from photos of Sky Billboard™
- 1979 Tecate Beer - English and Spanish, Los Angeles metro and beaches



Clockwise: Page 3

- 1984-87 Miller Brewing - Simultaneous east and west coast beach campaign
- 1992 California Care - Los Angeles and Orange County metro areas - branding campaign
- 2006 "A Royal Rendezvous" Queen Mary and Queen Mary II reunion, Long Beach, CA
- 1989 MGM Studios - Los Angeles metro area - movie releases over 10 years





**SKYWRITING'S PLACE IN HISTORY.**  
 This Pepsi Skywriter Travel Air D4D is on display at the Smithsonian Museum in Washington, DC. From 1931 through 1953, Andy Stinis performed skywriting in this airplane for Pepsi-Cola more than 7,000 times. During those years, Pepsi utilized skywriting as their major mass advertising medium, more than any other company. Andy Stinis' estate donated the plane to Pepsi-Cola for the Smithsonian in 2000.

Photo courtesy of the Smithsonian, all rights reserved.

# Andy Stinis: Aviation Advertising Pioneer

Like Ford and Lindbergh, he created a new industry – one that has been an integral part of building major brands all over the world.

In 1931 a struggling, little known company hired Andy Stinis to do skywriting to promote their product. The company was named Pepsi-Cola and they stayed with Andy for the next 22 years.

In 1946 Andy invented a faster, more advanced method of sky writing using multiple aircraft—a process he called “skytyping”. Later, using war surplus AT6 training aircraft, he began coordinating multiple aircraft to display more complex sky displays and messages over New York.

In 1964, Andy was awarded the first (and only) US patent (3,151,410) for computer controlled skytyping between multiple aircraft. Seventeen times faster than standard sky writing, Skytyping provides a high quality message that is not only clearly readable at large distances, it stays intact longer.

In 1979, Andy's son Greg Stinis formed today's Skytypers, Inc. taking over all patents and rights to continue his father's business legacy.

In 1989, Skytypers began international operations increasing brand awareness for products in Japan, South Africa and France, among others.

MAJOR BRANDS STAY WITH SKYTYPERS BECAUSE IT WORKS	
22 yrs	Pepsi-Cola
12 yrs	PC Richards
10 yrs	Coppertone
10 yrs	Fleet Week NY City
10 yrs	Warner Bros
9 yrs	KTLA
9 yrs	GEICO Insurance
8 yrs	Union Carbide
7 yrs	Oreck
5 yrs	Heineken Beer
5 yrs	I Love New York
5 yrs	Dunkin' Donuts
3 yrs	Disney
3+yrs	Smith-Kline-Beecham
2 yrs	MCI
2 yrs	Pilot Pens

As well as Baskin-Robbins, General Foods, Knotts, Kodak, Magnavox, Western Airlines, Michelob, Toyota, Ford, Los Angeles Times, AT&T, Dentsu, American Express, the Boston Marathon and many, many others...

# Skytyping: 21st Century Mass Market Brand Building



Skywriting is done with a single airplane flying each letter of a message by trailing a smoke-like vapor that is turned on and off as letters are built. This takes a very skilled pilot, a lot of time and optimum conditions.

Skytyping's first major improvement was the coordination of five aircraft performing the writing simultaneously. The messages were completed faster and were more readable for a longer period of time.

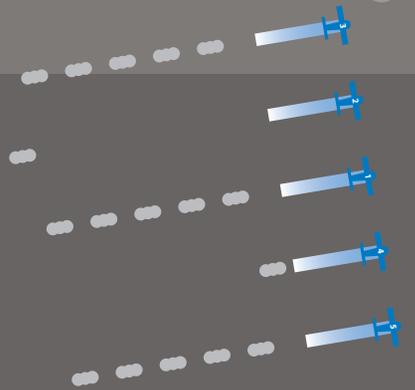
Skytyping has advanced the state of the art again by using five aircraft with computerized output controls in the same way an ink jet printer forms its letters. Flying wing to wing in a 250 foot wide front-line formation, each aircraft is commanded to trail a puff of vapor at just the right time to form a piece of a letter. Up close they make no sense, but for viewers on the ground, the letters are perfectly formed.

The resulting Sky Billboard™ can be straight or curved and as short or as long as desired. The display can include symbols of many languages such as Japanese, German and Spanish. Any message can easily be changed, even during flight.

A 20 character message can take about 2 ½ minutes to form along approximately a five mile path. Usually performed around 10,000 feet high, the message is formed quickly, read easily and lasts longer. Thus, your message can be seen by many more people simultaneously than with any other method.

Photos clockwise:

1. Taken from the sixth plane during the Pocari Sweat Campaign over Japan in autumn of 2005.
2. The vapor can be white, blue and red.
3. West coast Gruman Tigers fleet at Honda International Airport in Japan, 2005.
4. East coast AT6's fleet flying over Long Island, N.Y.





Photos:  
Opening ceremonies at the 1984 Los Angeles Summer Olympics.

1. Five Skytypers synchronized planes creating the Olympic Rings.
2. A WELCOME sky billboard™ was created to welcome the world to the 1984 Olympics. The coverage of the sky billboard was broadcasted worldwide.

# Why sky billboards™ are so effective...

Quick: How long is the average consumer's attention span?

Statistics abound but it's commonly accepted that to get their attention you have 1 to 2 seconds for a print ad and less than 15 seconds for a website. With remote control and TIVO™ technology, audiences can zip by TV advertising faster than ever. And if you don't get their attention, they're gone...period.

Sky Billboards™ get consumer attention fast because it's something truly out of the ordinary. Natural curiosity freezes people in their tracks while they try to figure out the message before it gets fully displayed. Once read, the message has been reinforced by focused attention, reading comprehension and if the brand or message is unfamiliar, a strong interest to find out more.

Take a look at the picture on the left. This Sky Billboard™ was produced for the 1984 Olympics in Los Angeles. Five synchronized Skytypers planes created the Olympic rings quickly before the blimp below was even visible.

Now look at the blimp in comparison. If your competitor had been advertising on that blimp, your Skytypers message would quite simply have blown his message out of the sky! Even the TV crews were more intent on covering the Sky Billboard™ than anything else.

Now just think how many more people would see your Skytypers message than that blimp's...

The photo on the right shows a 20 character long message for a website. Although it took over two minutes to complete, viewers literally stood and watched the entire formation of the sky billboard™. Better still, consumers over fifteen miles away could read and understand the message. Try that with a plane towing a banner along the coast.

The power of this medium to promote attention and interaction is unique. Many people today still remember the Copperstone Sky Billboard™ of the 1980's. No other mass market medium has this power to interrupt, engage and deliver a message!

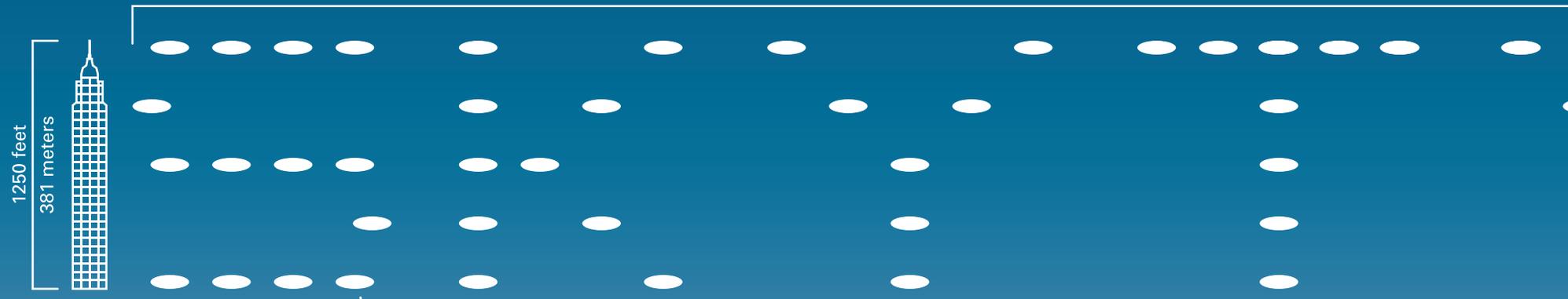


Photos:  
Taken on July 4th, 2006, Sky billboards™ were flown from San Diego, up the west coast, to Santa Monica, California.

# POWERFUL MEDIA TO REACH MAS

## The Sky – The World’s Biggest Billboard

THE STANDARD 20 CHARACTER SKY

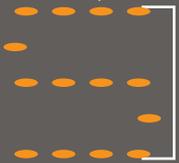


Empire State Building, NYC

- Each letter is 1,250 feet (381 meters) tall
- A blimp is 190 feet long and 60 feet tall
- Towed banners are 150 feet long
- One puff of vapor is 135 feet long
- Messages can be in many languages
- Curves, circles, even multiple lines are possible!



Sky billboards™ flown over Los Angeles for Mitsui Group. This sky billboard™ spells out "Mitsui" in Japanese, in Katakana style.



Letter is 1,250 feet tall



59.5 feet tall

Blimp – 190 feet



Towed Banner – 150 feet

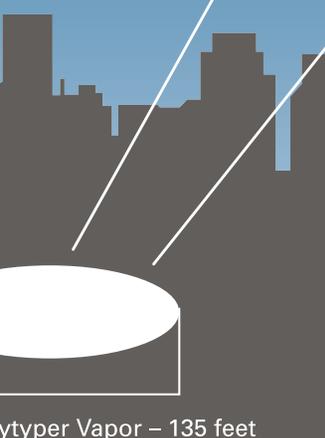
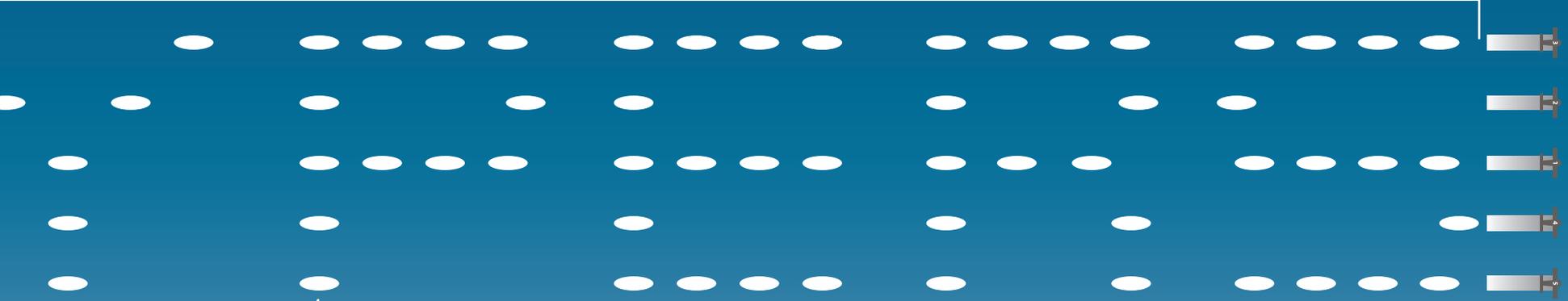


One Puff of Sky



# SKY MARKETS WITH HUGE RETURNS

SKY BILLBOARD™ IS 5 MILES WIDE.



Sky billboards™ blanket New York City, April 2006.

Skytyper Vapor – 135 feet

Each Skytyper's letter is 1,250 feet (381 meters) tall



Empire State Building, NYC  
1250 feet (381 meters)



Big Ben Tower, London  
360 feet (110 meters)



Petronas Tower, Malaysia  
1483 feet (452 meters)

# Blimp versus Sky Billboard™

The Sky Billboard™ is placed at 10,000 feet.

Each letter is ¼ mile tall

The average 20 character message is 5 miles long

Messages are readable from over 15 miles away

Dynamic variable messages

The blimp normally flies at about 1,500 feet

The message is 59 feet tall

The message has to fit in a 59 by 192 foot area

Messages are hard to read more than 2 miles away

Static message

Source:  
[www.goodyearblimp.com/basics/flight](http://www.goodyearblimp.com/basics/flight)

Sky billboards™ for Super Bowl XXI, Broncos v Gaints January 25, 1987 over Pasadena, CA.

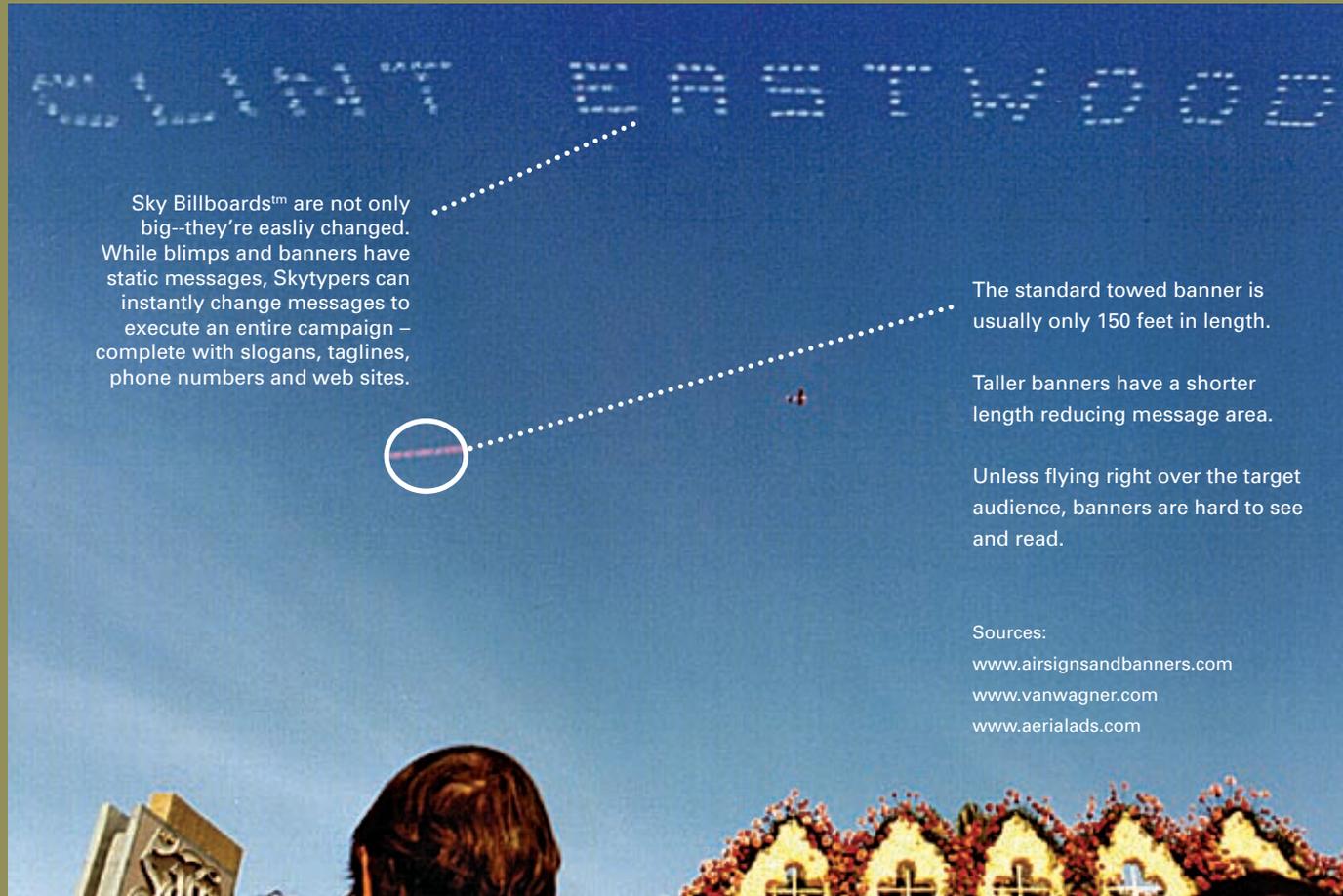
## Much bigger than blimps...

This photo gives a perfect example of the relative visibility between a blimp and a Skytypers message. Although consumers can usually spot a blimp, most simply assume it's advertising Goodyear and go back to what they were doing.

The blimp message flashes colors and uses movement to attract attention. But what good is noticing an airship when the message cannot be read more than a few miles away and only when it's correctly oriented toward the viewer?

Contrast that with the simple Skytypers message. Miles long, highly visible and easily readable, consumers stand and watch the message unfold before their eyes. It often becomes a game as viewers try to figure out the rest of the message. This translates to longer viewing time and more positive reinforcement of the message.

# Banner Towing versus Sky Billboard™



Sky Billboards™ are not only big--they're easily changed. While blimps and banners have static messages, Skytypers can instantly change messages to execute an entire campaign – complete with slogans, taglines, phone numbers and web sites.

The standard towed banner is usually only 150 feet in length.

Taller banners have a shorter length reducing message area.

Unless flying right over the target audience, banners are hard to see and read.

Sources:

[www.airsignsandbanners.com](http://www.airsignsandbanners.com)

[www.vanwagner.com](http://www.vanwagner.com)

[www.aerialads.com](http://www.aerialads.com)

Sky billboards™ for during Super Bowl XXI, promoting a Clint Eastwood's film re-release over the Rose Parade

## Banners are even smaller

Even the largest banner is tiny in comparison to Skytypers messages. Flying low and slow so the message can be read, towed banners are fairly common along beach areas. However, recent FAA regulations don't allow banners over most major populated areas or special events. At 10,000 feet, Skytypers sky billboards™ can be placed above just about any event without restriction.

Wherever there are major conventions, shows or other large target audiences, you'll also find the press. While they usually ignore banners and blimps, Skytypers sky billboards™ are so huge, visible and unusual, your message will often be part of the local news as well. This collateral media coverage can easily double or triple the number of consumers seeing your message.



## Massive Sky Billboards™ in Japan

In 1980, Otsuka Pharmaceutical Co., Ltd. introduced Pocari Sweat, its Powerade-like electrolyte replenishment drink. In 1989, as a key element in mass marketing their product expansion, the CEO, Mr. Otsuka, chose Skytypers to assist in promoting brand awareness all over Japan.

As the first American civilian flight team to tour Japan since World War II, the Skytypers crew created several hundred messages all over the country. Brand recognition soared and sales quickly grew to outpace any and all competition.

In 2005, Mr. Otsuka's son, now the CEO, commissioned Dentsu, the world's 5th largest advertising agency, to contract once again with Skytypers for a new major branding push. Coordinating all of Japan's media, including contests, television, radio and print, they mounted an enormous campaign throughout the country. Internet blogs even published where the Skytypers would be flying every day.

When the Sky Billboards™ began forming over the 20 million consumers in Tokyo, Dentsu had over 200 employees with cell phones monitoring every aspect of their response. As they watched and monitored, Dentsu proclaimed that the Skytypers exposure was far larger and far more cost effective

than all other media, including television.

All the aircraft were painted in Pocari colors, were outfitted with logos and had "Pocari Sweat" displayed in large letters under the wings. Events were held all across Japan that included substantial advance media notice. At the event the team would Skytype the Pocari Sweat message then provide ground displays where the public could get pilot autographs and take pictures.



The resulting publicity, including the collateral media coverage, was the most gigantic Japan had ever witnessed. The bottom line: Pocari Sweat is now the strongest brand not only in Japan, but throughout Asia.



## The Skytypers Miller Squadron

For over four years, Miller Brewing used Skytypers planes for media events around the country. Dubbed the "Miller Squadron", the aircraft were painted in Miller colors, displayed Miller logos and had "It's Miller Time" painted on the bottom of the wings.

The Skytypers "Miller Squadron" traveled to airshows, fairs and other large media events across the country. After skytyping "It's Miller Time", pilots met the public, signed autographs and posed for pictures next to their aircraft with the Miller logo prominently displayed.



The squadron was very popular at events, both in the sky and on the ground, and Miller Brewing increased their brand awareness time and time again.

## The Skytypers GEICO Squadron

With more than 600 air shows in the United States and Canada each year, GEICO saw tremendous potential to increase brand awareness. A large percentage of the more than 12 million attendees are well-educated adults and young families, one of GEICO's primary target markets. Not only are they well attended, 75% of airshows receive front page local newspaper coverage plus television and radio publicity.

The squadron skytypes the GEICO Sky Billboard™ above the audience then performs a fly-by airshow in their WWII era aircraft. After landing, the planes are prominently



displayed with GEICO logos and signage while the pilots answer questions, pose for photos and sign autographs.



## A Really Big Gulp



In Texas, Stop 'n Go Markets conducted a five week campaign for its fountain drinks using Skytypers with radio ads to "generate immediate impact and awareness". Testing a combination of outdoor and store signage, radio advertising and Skytypers, the Sky Billboards™ showed an immediate reaction in sales in the two test markets.

Confirmed by an independent research company, test market one increased sales over 200% every week (200% to 288%). Test market two increased sales over 300% for four of the five weeks (285% to 475%). The control test market with signage alone increased 100% and less for four out of the five weeks (37% to 200%).



## C A S E S T U D Y

# Sky Billboards™ – Incredible Collateral Media Coverage!

Miller Brewing Company sponsored a four-day Help Prevent Forest Fires and War On Arson public awareness campaign for the State of California Forestry Service. Skytypers was contracted to provide multiple Sky Billboard™ messages for maximum exposure in the cities of Sacramento, Ontario, San Diego and Long Beach on a rotating basis.

With Skytyped messages of "Be Fire Safe", "Report Arsonists" and "Reward \$5000", the campaign was immediately and regularly covered in all traditional media.



Burson Marsteller was commissioned to provide audited statistics for the four-day program. Here are the results:

1. Sacramento Total audience reach:  
1,465,000

#### MEDIA INTERVIEWS

TV 3  
Radio 3  
Newspaper 3  
AIR TIME  
TV 5 minutes  
Radio 55

#### AUDIENCE REACHED

TV 1,140,000  
Radio 230,000  
Newspaper 95,000

2. Ontario Total audience reach: 1,845,700

#### MEDIA INTERVIEWS

TV 1  
Radio 5  
Newspaper 3

#### AIR TIME

TV 3 minutes  
Radio 46

#### AUDIENCE REACHED

TV 222,000  
Radio 320,000  
Newspaper 434,500

3. San Diego Total audience reach:  
3,548,200

#### MEDIA INTERVIEWS

TV 5  
Radio 8  
Newspaper 7

#### AIR TIME

TV 45 minutes  
Radio 1 hour 50 minutes

#### AUDIENCE REACHED

TV 351,000  
Radio 1,437,700  
Newspaper 586,500

4. Long Beach Total audience reach:  
7,398,800

#### MEDIA INTERVIEWS

TV 6  
Radio 20  
Newspaper 2

#### AIR TIME

TV 19 minutes  
Radio 54

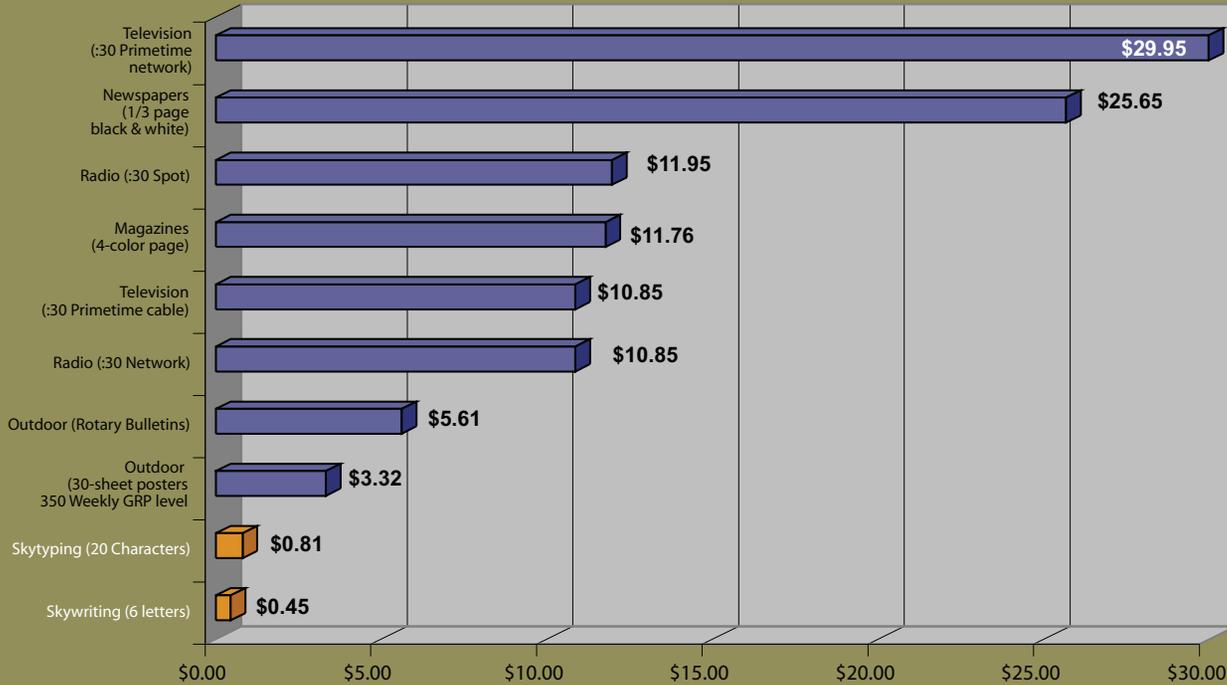
#### AUDIENCE REACHED

TV 1,196,000  
Radio 2,670,000  
Newspaper 1,177,300

# Sky Billboards™

The most cost effective mass market branding medium

Facts & Figures Average CPM Adults 18+ – 2005



Based on the top 100 markets in the US. Source: SQAD (Winter 2005), Media Dynamics, Inc

## Skytypers – A Unique and Compelling Advertising Medium... and Very Cost-Effective

### UNIQUE?

There's nothing quite like having your branding message in quarter-mile high letters stretching five or more miles 10,000 feet up in a clear sky directly over a viewing audience of one to four million people!

### COMPELLING?

There's nothing like watching people all over an entire city looking up for minutes at a time, reading a Sky Billboard™ one letter at a time, reinforcing your brand message into their minds. And there's nothing like watching TV, radio and print media covering an event suddenly look up to start covering your unfolding Skytypers message for their audiences as well.

### COST-EFFECTIVE?

While Skytypers has absolutely the highest awareness of any form of outdoor advertising, it has the lowest CPM of any kind of advertising...period. For less than the cost of a full-page ad you can have a 30 to 1 gain in exposure with greater recall and retention of your brand.

### CONVINCED?

Skytypers - 1-888-SKYTYPE (1-888-759-8973)



# February 2005 – AMD Uses Skytypers to Outmaneuver Intel

In a dazzling display of “guerilla marketing”, computer chip maker AMD stole the show from their arch-rival at the Intel Developer Conference in San Francisco. To remind all the technical attendees that their chip will be major competition for the Intel chip, AMD had Skytypers put their Turion 64 chip Sky Billboard™ right over the top of the conference itself.

Not only did the attendees get the message, all the media surrounding the conference, including Internet based media, picked up the story, and sent the AMD brand name all over the world.

Now that’s unique and extremely effective branding.



AMD sky billboards™ over rival's conference in San Francisco