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MEDIA VEHICLES GRAPHIC SOLUTIONS AND SIGN*A*RAMA SIGN AN EXCLUSIVE AGREEMENT TO PROVIDE A FULL-LINE OF FLEET GRAPHICS APPLICATION PRODUCTS AND SERVICES.

*Strategic Partnership Provides Advertisers with Truck/Trailer Fleets the ability to convert the free ad space on their truck-sides to **changeable** rolling billboards at a **convenient** network of stores.*

Atlanta, GA (June, 2004) – Media Vehicles Graphic Solutions, Inc. (MVGS) a leading provider of interchangeable fleet graphics, today announced an exclusive 5-year agreement with SIGN*A*RAMA (S*A*R), the world's leading sign company, creating the most comprehensive supplier of fleet graphics in the U.S. The partnership allows more than 700 S*A*R outlets, currently offering adhesive graphics - from stenciled lettering to full vehicle wraps - to add MVGS' patented, graphics framing system to their product mix. MVGS' unique framing technology makes full coverage fleet-media affordable, re-usable, and interchangeable, thereby effectively delivering greater return on ad dollars spent versus traditional media.

"The synergies of this agreement create a one-stop-shop for the simple execution of permanent **and** changeable fleet graphics on a local, regional, and national level," explains Bill Moser, president of MVGS. "Private fleet owners have long recognized the branding value of their fleets. This value can now be more fully leveraged with changeable ads, and effortless turnkey convenience afforded by the extensive S*A*R network of franchisees who take great pride in their work."

"This agreement should strengthen our stature as not only having full service sign capabilities, but be able to further provide our outlets even more opportunity within the transportation industry," says Bill Reicherter, S*A*R, director of global accounts.

Georgia-based Media Vehicles Graphics Solutions, Inc. evolved in 2002 from a 7-year GE Capital venture to pioneer truck-side advertising in America. The company combines a unique blend of media and transportation expertise, to bring its clients' Marketing and Logistics Executives together to press their private fleets into double duty as rolling billboards. For more information, visit www.mvgraphics.com

SIGN*A*RAMA provides a full-range of comprehensive sign services at more than 700 convenient retail locations across the U.S. and in 30 countries worldwide. SIGN*A*RAMA creates and installs vehicle-boat-aircraft lettering, window graphics, digital printing, magnetics, building lettering, banners and many other diverse and creative signs. For more information about SIGN*A*RAMA, call 1-888-58-SIGNS for the closest location to you.