



BRANDING • PROMOTIONS • COMMUNITY

1700 Bryant Drive, Suite 106, Round Rock, Texas 78664 P (512) 310-0777 F (512) 310-0781 www.andersonmobile.com

February 21, 2008

Ms. Jessica King
David Lloyd
Via E-Mail Distribution

RE: RESOLUTION NO. 20071108-128

Ms. King and Mr. Lloyd:

Anderson Mobile Advertising currently is and will continue to operate in compliance with all laws that govern our course of business in the City of Austin. We are also very appreciative of the opportunity to participate in the stakeholder meetings and welcome the opportunity to offer our public testimony as this process progresses.

Our biggest concern regarding this resolution is it will make it more difficult for our locally owned/small business to serve the Austin business community and ultimately the citizens of Austin. We fear the City Council and the key proponents of this resolution might have overlooked the unique value we offer the City of Austin and the community.

Anderson Mobile Advertising makes up to 30% of our inventory available to Non-Profit (Not for Profit) organizations for FREE or at dramatically reduced prices. We and/or our affiliates in other markets have partnered successfully with Non-Profit organizations such as; The Partnership for a Drug Free America, Crime Stoppers, Amber Alerts, and Anti-Litter campaigns to name a few (please see attached testimonial letter). These public service campaigns could be used to make Austin City healthier, safer, cleaner and more aware. They quite literally could save lives.


Further, our particular type of mobile advertising vehicles allow for up to 30 businesses affordable advertising on one truck. These are often small and/or minority owned businesses that cannot afford a big TV buy or a premium billboard on I-35.

Other cities have actually embraced the fact that we can serve so many businesses with such a small "footprint" AND, at the end of the day, our truck is off the streets and out of sight. Because we are both mobile and specialized we afford companies and non-profit organizations the targeted geographic flexibility they cannot get from a structured bus route, a static billboard, or a metro-centric taxi fleet.

For these reasons we would rather partner with the City Council and key proponents of Resolution Number: 20071108-128 to develop regulated, permitted and/or controlled motorized mobile advertising which best serves local businesses and the community as a whole. As it stands, the resolution regulates by "prohibition" that may serve only the interests of a small, albeit vocal few.

We would appreciate consideration of tabling Section 25-10-102(7) pertaining to motorized mobile advertising in order to further investigate a more pragmatic approach to the role mobile advertising might play supporting the overall “out of home” advertising agenda in the city of Austin.

Sincerely,



John Anderson
512-310-0777

Attachments

cc:

Mayor Will Wynn

Mayor Pro-Tem Betty Dunkerley

Council Member Lee Leffingwell

Council Member Brewster McCracken

Council Member Jennifer Kim

Council Member Mike Martinez

Council Member Sheryl Cole

Attachment 1

Points addressing City Council Concerns regarding Motorized Mobile Advertising in Austin

Safety –

There are over 3,000 motorized mobile vehicles of some type in Europe and Asia with not one documented case of a mobile advertising vehicle causing an accident. Meanwhile, there are probably hundreds of accidents in Texas alone attributable to cell phone use while driving.

Congestion –

Anderson Mobile Advertising Driver/Ambassadors avoid traffic. The LAST place we want our truck and our advertiser's message to be is stuck in traffic. Our shared (most common) route does not include "morning drive" and typically avoids the evening commute/rush altogether.

Pollution –

We endeavor to run our truck on ONLY Ultra-Low Sulfur Diesel and/or Bio-Diesel fuel. We are also open to the possibility of further reducing our carbon footprint through any number of carbon offset programs and would encourage other Austin businesses to do the same. This coupled with the fact that our trucks can advertise for up to 30 business on a single truck reduce the impact of our business presence in Austin as it relates to Pollution.



February 7, 2008

Stephen J. Pasierb
President and CEO

Mr. John Anderson
Anderson Mobile Advertising, LLC.
1700 Bryant Drive, Suite 106
Round Rock, Texas 78664

Dear John,

Spectacular!

And I mean that in every respect. I wanted to write you a personal letter of both thanks and endorsement of Go Mobile – Anderson Mobile Advertising. The effort we mounted together in San Antonio was a complete success. Everyone was struck both by how great the advertising looked and the significant impact of it being on the truck at street level.

I would also highly recommend mobile advertising to any marketer looking to get noticed fast, effectively and in a manner that is well beyond the norm. In today's culture we are all bombarded with countless advertisements in our daily lives, as a result very few actually register on our consciousness. Your mobile advertising vehicles are up-front, bold, and in your face. Plus, the ability to geographically-target messages makes mobile advertising a great choice for urban and suburban environments.

My most sincere thanks to you and your team. I look forward to the next opportunity to work with you.

Kindest regards,



Stephen J. Pasierb