

**PRESS RELEASE**

**For Immediate Release**

**December 1, 2005**

**AHR Communications Launches its First Admobile® Vehicle**

(Virginia Beach, VA) Today AHR Communications, Inc. launched its first Admobile mobile advertising vehicle onto the streets of Newport News, delivering advertisers' messages to thousands of drivers each day in the City Center, J. Clyde Morris Blvd., and Jefferson Avenue areas of the City. The predetermined routes are designed for the truck to pass each point along the route about once every hour, Monday through Friday from 7 a.m. to 7 p.m. Operations in Southside will begin in first quarter of 2006.

Admobile represents a new trend in large print advertising. It is bold and extremely effective in gaining mindshare of consumers. According to independent studies, mobile outdoor advertising reaches consumers more effectively than other forms of advertising and boosts name recognition 15 times greater than other forms of advertising. Ninety-six percent of Americans are in a vehicle at least once a week, and recent studies of mobile billboard advertising have found that recall rates are over 90 percent. Company officials refer to [HYPERLINK "http://www.admobile.com"](http://www.admobile.com) www.admobile.com for more information on the research.

"Admobile may provide a fail-safe approach for advertisers. Each ad averages more than 90,000 impressions a day, plus the frequency drives greater recall. In turn, this drives results and increased sales and those are the things that businesses are looking for," said Mary White, chief executive officer.

And what is in the truck? "We carry literature for state and local governments, and our non-profit customers that we distribute at events. Plus do courier deliveries for commercial and non-profit customers", said Ms. White.

AHR Communications, Inc., Hampton Roads, Virginia is a provider of Admobile mobile advertising, public service and emergency management communications, advertising campaign consultation, graphic design and production, and courier services for commercial and public service organizations.

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