

FOR IMMEDIATE RELEASE

TORONTO, ONTARIO - August 23, 2005

Two Young Entrepreneurs Take Traditional Advertising to the Cleaners

Statements Media, founded by Adam Watson (21) and Joseph Magnotta (23), will be launching its first ambient media campaigns later this week. The company, which plans to revolutionize the currently static Canadian media landscape, will be printing advertisements directly on dry cleaning garment bags across the GTA. The garment ad-bags, a first to Canada, will initially feature advertisements for Country Style and Komandor Closets @ the Bay.

In its first month, the company will distribute, through its contractually secured network of dry cleaners, over 125,000 dry cleaning ad-bags. The bags, which exclusively feature one company at a time, will be used by both independent dry cleaners as well as larger chains such as Sketchley's, London and Top Hat Cleaners. Statements has also fostered a partnership with the Canadian Korean Dry Cleaning Association, which represents over 300 members across the GTA.

In September the dry cleaner's will distribute enough garment ad-bags to stretch from Toronto to London, where the two attended university last year. The idea, which was developed as a business plan at The University of Western Ontario, gained acclaim for winning the prestigious Robert G. Siskind Entrepreneurial Award in the annual feasibility competition. Adam and Joseph have since spent months developing the idea and forging networks across the advertising industry.

"We are an innovative company looking for exciting and innovative mediums to advertise through and we wanted to be involved with this new and dynamic company with a unique method of reaching the consumer," said Rita McParland, Director of Marketing for Country Style Food Services Inc.

The garment ad-bags offer companies the ability to connect with a middle to upper-class segment while they're active consumers in the marketplace; the bags inevitably end up in the consumers home where they may hang for weeks to come.

"Adam and Joseph came to me with a vision that they have since made a reality; these bags will undoubtedly change the dry cleaning industry," said Robert Talucci, President of Top Hat Cleaners, "We always knew the dry cleaning industry had a premium clientele, these men have found a way to hit this hard-to-reach segment at an opportune point of the day."

For more information, please visit www.makeyourstatement.ca.

Contact: Adam Watson, (416) 689-9289 email: adam@makeyourstatement.ca