

ViewWay Mobile Billboards Give Action to Action Labor Message

Action Labor places advertisements on ViewWay Mobile Billboard, (previously called ViewWay Mobile Media) OnSite lunch trucks. "By placing the Employment Opportunity directly in front of craftsman Action Labor can reduce it costs to reaching qualified people" say Jon Canaday, CEO

PALM BEACH, Fla. (FPRC) November 19, 2007 -- ViewWay Marketing, a leading provider of mobile billboards, announced today that it has signed a contract with Action Labor of Florida to place messages on OnSite mobile billboards on catering trucks in 9 Florida cities.

"We are very excited to bring this new brand of mobile media to our customers," said Jon Canaday of ViewWay. "Media buyers and brand managers are continually on the hunt to find unique and cost effective ways for their client's to advertise, create better results and provide better ROI. OnSite mobile billboards achieves all of those advertising goals and reaches their prospects at workplaces where salespeople are frequently barred".

The OnSite media vehicles makes it possible for companies to display their advertisements on 3 sides of the catering trucks as well as the lower panels to ensure constant presence.. Additional advertising includes a brochure holder on the inside. [See www.viewway.com/kingkong for specifications]

About ViewWay Marketing

ViewWay provides quick-time-to-benefit branding solutions. ViewWay is a leading mobile billboard company that is relied upon by clients that seek highly visible, strategic advertising that produce rapid ROI. By facilitating third-party advertisements on local dedicated route delivery truck fleets, ViewWay helps business executives and marketing professionals maximize their national and regional brand investments, and reap benefits quickly.

The company's co-founders – Jon Canaday and Bill Erickson – are industry veterans with backgrounds from leading companies including SRI/Gallup, Kenexa Corp. and France Telecom. Privately held, ViewWay Marketing is headquartered in Palm Beach, Florida. For more information, visit the Company's website at www.viewway.com or call 1-888-884-3992 (888-8viewway)

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