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Above All Advertising, Inc. Expands Aire Product Series with New Aire Cap™ Inflatable Tent

Advertising Solutions Provider Makes Brand Names Pop Up with Lightweight, Portable Tent

SAN DIEGO – August 18, 2008 – Above All Advertising, Inc., an international provider of inflatables and business signage solutions, has just released its brand new Aire Cap™ inflatable, a lightweight, durable, portable and branded tent display for indoor and outdoor use. The release of the Aire Cap™ tent follows on the heels of the company's debut of its patent-pending Aire Vue™, an innovative, mobile, A-frame inflatable sign that is safer and offers more versatility than traditional metal frame signs.

"The Aire Cap™ is a new and unique product designed for customers who care about the image their brand portrays," said, G. Aires, CEO, Above All Advertising, Inc. "Our new inflatable tent offers brand appeal through its high-end look and feel, the quality of its construction, and the additional space for more custom imprinted branding. Never compromising our service and quality, we're bringing this product to market at a great price to increase our customers' opportunities for exposure and save them money on shipping fees and tent replacements."

Ideal for tradeshow, expositions, festivals, outdoor booths, sports games, or any other promotional event, the Aire Cap™ ships lighter than a commercial-grade pop-up tent in a regular-sized box to save money on freight, and it easily fits into the trunk of a sedan. Once on-site, the Aire Cap™ inflates in less than five minutes using its 110-volt blower system. The inflatable pop-up tent is available in a variety of colors with custom imprinting for business names, logos and advertising messages to be clearly displayed on the fabric's exterior.

For more information on Aire Cap™ colors and pricing options, visit Above All Advertising's Web site at www.abovealladvertising.net or contact the company via phone at (866) 552-2683.

About Above All Advertising, Inc.

Founded in 2002, Above All Advertising, Inc. delivers signage solutions, grand and large format printing and inflatable advertising to many of the world's leading brands and most demanding marketers. The company works diligently with its clients to ensure the materialization of their advertising vision. Above All Advertising offers a wide range of custom designed products, including giant inflatables, Air Dancers, helium blimps, classic inflatable advertising balloons, and non-inflatable products such as banners and pop up tents.

More information is available online at www.abovealladvertising.net.