



Inflatables & Signage

Media Contact:

Caroline Callaway, Bolt Public Relations
(760) 918-0792 or caroline@boltpr.com

Original Creator of FlexBlade® Advertising Banners Releases Latest Version with Proprietary Enhancements for High-End Look and Long-Lasting Durability

Above All Advertising, Inc. Creates Quality Signage to Deliver ROI and Save Advertisers Time and Money

SAN DIEGO – June 9, 2008 – Above All Advertising, Inc., international provider of inflatables and advertising signage solutions, understands that advertisers expect quality and a strong return on investment, particularly in a downward economy. Using a new, proprietary pole system, along with improved inks and fabrics, the creators of the original FlexBlade® Advertising Banner are responding to advertisers’ needs with the release of the new and enhanced FlexBlade® product line.

“Outdoor advertising is one of the most effective means of driving foot traffic and awareness to a business,” explains G. Aires, CEO, Above All Advertising, Inc. “The signage or device displayed has to represent the company well around-the-clock, both physically and visually with a high-end look and feel. Because Above All Advertising, Inc. provides signage solutions made from the highest quality and longest-lasting materials, our customers don’t have to constantly replace or reorder signage, saving them time and money on their advertising efforts.”

The company’s new FlexBlade® Advertising Banner features a proprietary pole system comprised of a composite combination, instead of tradition aluminum and carbon fiber, allowing for flexibility to bend in the wind, but the durability to bounce back and maintain the integrity of its original shape. Above All Advertising’s FlexBlade® Advertising Banner pole system alleviates rust on the pole, which can lead to breaking or bending beyond repair. With its unique ball-bearing feature, the company’s FlexBlade® Advertising Banner also turns more smoothly with the wind and prevents the flag from wrapping around the pole and rendering the banner useless.

In addition to the unique pole system, Above All Advertising, Inc. also works with leading suppliers for inks and fabrics, making the new FlexBlade® Advertising Banners more durable than ever before. Available with a digital dye sublimation or screen print logo or message, the FlexBlade® Advertising Banner fabrics are now thicker with a new coating on the sleeves to ensure the longest-lasting durability.

For more information on the company’s latest product enhancements or to place an order for Above All Advertising’s FlexBlade® Advertising Banner, call (866) 552-2683 or visit www.abovealladvertising.net.

-more-

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, Inc. offers a wide range of custom designed products, including giant inflatables, Air Dancers, helium blimps, custom inflatable advertising balloons, and non-inflatable such as banners, pop up tents and more. More information is available online at www.abovealladvertising.net.

###