

PRESS RELEASE

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Woodward 1 Wraps 20 Vehicles for 94.7 WCSX with Graphics that Rock

Farmington Hills, MI – October 17, 2006 – Woodward 1 Automotive, makers of Glasscapes™ brand window graphics, would like to announce an exciting promotion it worked on this past summer with 94.7 WCSX, a heritage Classic Rock station in Detroit, Michigan.

As part of a loyalty program designed to reward its audience, the highly rated rock station wrapped 20 listeners' personal vehicles with album-cover art of their favorite classic rockers. The stunning graphics were printed on a Vutek 150 solvent-based printer by Woodward 1 on 3M 180C solid vinyl, with the window graphics printed on CLEAR FOCUS SuperVue One Way Vision™ perforated, pressure-sensitive vinyl film. The designs also included the WCSX logo on the vehicles, making them rolling billboards all around Metro Detroit, one of the largest commuter markets in the country.

Bill Stedman, WCSX's Program Director, comments, "When we wanted to make an indelible impression on the Motor City using vehicles, we knew that it would have to be dramatic and it would have to happen fast, so we called Woodward 1 and have used them exclusively since. They even printed an oversized 'game board' backdrop for a World Series ticket giveaway promotion and, as usual, were on time and at budget."

Woodward 1 Automotive is in development with other businesses on similar customized promotions. Woodward 1 Automotive President Paul Morrison states, "While printing on One Way Vision film has been our core business, the explosion in demand for vehicle wraps has allowed us to merge the printing of solid vinyl substrates with window perf to cover entire vehicles of all types. With the cost of traditional advertising channels rising, the number of impressions provided with vehicle wraps is a very cost-effective way for businesses of all sizes to reach new customers."

About Woodward 1 Automotive

Woodward 1 Automotive is the producer of Glasscapes™, the world's first full line of see-through window graphics for the automotive aftermarket. The company has over 10 years of experience in the creation, testing and production of exterior-mount window graphics. Founded in the heart of the nation's motor capital, metropolitan Detroit, Woodward 1 has worked with the leading automotive manufacturers and knows what it takes to develop and manufacture world-class products that can survive in the tough outdoor environment in which automobiles operate. **Web: www.glasscapes.com**

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