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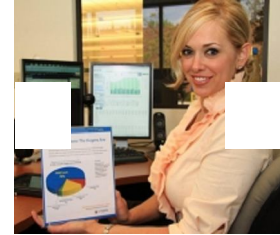
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Spring has sprung and the weather is certainly warming up. Our Stockton Asparagus Festival was again a smashing success and the weather was perfect for the thousands of fair goers to enjoy. Kudos to many local volunteers that work tirelessly to ensure its success, without your help we just couldn't swing it, Thank you!!! This event supports...

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Devlin Media recently announced that Save Mart Supermarkets, a Modesto-based grocery chain, is deploying "Convey-Your-Ad" – an integrated approach to advertising using the belts at the check stands in their Save Mart, S-Mart Foods, Lucky and FoodMaxx stores.

These locations are available to marketers, according to a Devlin Media spokeswoman, allowing advertisers to reach consumers in Northern California and Northern Nevada.

The Convey-Your-Ad system, the spokeswoman said, is a "distinctive, innovative advertising platform that allows advertisers, marketers and grocery store owners to apply brilliant high-quality graphics to check stand conveyor belts."

Devlin Media has developed a proprietary printing application process compatible with commercially available check stands. Besides providing advertisers with a new media space, the new belts are durable and long-lasting.

"To create an image for our marketers as well as grocery store owners that will leave a lasting impact on the consumers is our goal," said Scott White, CEO. "Convey-Your-Ad allows the advertiser to reach consumers every day, right where they shop, recession or not – in their grocery store."

John Kelly, vice president of marketing for Save Mart, likes the idea.

"We at Save Mart have always been known for being innovative and thinking outside the box. We continuously seek new opportunities to engage our customers," said Kelly. "The Convey-Your-Ad gives us yet another opportunity to catch the shopper's eye at the point of purchase."

The Convey-Your-Ad system offers multi-impact impressions with exposure periods as long as several minutes, said CEO White, resulting in a high visibility rate to shoppers.

"We want to ensure creativity and product quality in all deployment phases of the Convey-Your-Ad system," he said. "Indoor advertising such as this can be deployed to effectively target specific demographics with maximum return on investment."

Devlin Media specializes in niche marketing, with high impact advertising spaces and innovative products. More information on Devlin Media and the Convey-Your-Ad advertising system is available at <http://www.devlinmediacompany.com>. Devlin Media, Convey-Your-Ad are either registered trademarks or trademarks of Devlin Media Co.

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