

PRESS RELEASE

Of interest to editors and journalists covering:
Men's Interests, General Ed, Gifts, Advertising, IL Business

I Love You Truck Brings The Magic Of The Movies Home This Valentine's Day -
Surprise Someone You Love

CHICAGO, IL - January 9, 2004 /Send2Press Newswire/ -- The Scrolling Mobile Billboard Company announces the launch of ILoveYouTruck(R) which takes the guesswork out of Valentine's Day gift shopping with their new mobile billboards and floral arrangements (www.iloveyoutruck.com). The company owns a fleet of 20-foot trucks that consists of computerized, rotating billboards which scroll to display different programmable messages, such as "I Love You, Will You Marry Me?," "I'm Sorry," "Happy Anniversary," and "Let's Be Friends."

According to the International Mass Retail Association's Valentine's Day survey (www.imra.org), Valentine shoppers spend an average of \$84.20 per gift; with men spending an average of \$112 per gift. But can \$112 provide an unforgettable, yet romantic Valentine's Day?

Eric Allen, marketing director of ILoveYouTruck(R) believes it can. "Every couple deserves to experience 'movie magic' at least once in their lifetime," says Allen. "You've seen movie magic before when a girl is proposed to on the big screen during a football game, or a young man rides through town on a white stallion, carrying a large bouquet of flowers. But in everyday life, those types of romantic gestures are often out of the average income-earner's budget."

That might have been true a year ago, but this year Valentine's Day shoppers are in for a huge treat because ILoveYouTruck(R) has come up with a totally unique and fun way to make this the most memorable Valentine's Day imaginable -- moving billboards and floral arrangements.

For only \$99, you can send your loved one a FREE Dozen Long-Stem Red Roses or I Love You Balloon Bouquet and a personalized hand-delivered note to the receiver, of your choice, in one of their personalized ILoveYouTrucks - a dramatic and exciting way to express your feelings to that special someone.

All ILoveYouTrucks are powered with BioDiesel fuel, making them safer for the environment.

To learn more about ILoveYouTruck(R) visit <http://www.iloveyoutruck.com> or call 1-866-727-6552.

MEDIA CONTACT:

Eric Allen
Of The Scrolling Mobile Billboard Company
+1-866-727-6552
sales@iloveyoutruck.com

/Note to editors: ILoveYouTruck(R) photos "in action" available. /

#

[source of news = The Scrolling Mobile Billboard Company]
ref: http://www.send2press.com/2archive/2004/pr_04_0109-lovetruck.txt
http://www.send2press.com/2archivePDF/pr_04_0109-lovetruck.pdf

*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:

sales@iloveyourtruck.com

If used for publication, please send specimen copy.

S2PRN/4c/ IL / Chicago, Illinois / Copr. (c) 2004 Send2Press.

This release was issued on behalf of the above organization by
Send2Press(tm), a unit of Neotrope(R). <http://www.Send2Press.com> .