

FOR IMMEDIATE RELEASE -

## NEW PUBLIC NOTICE VEHICLE (PNV) ROLLS OUT - LITERALLY!

Contact:

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*Los Angeles, CA* - He calls himself a "seasoned serial" entrepreneur, because he's 63 and he can't seem to keep from developing new businesses opportunities and franchises. Richard Royce's latest inventions are mobile MINI-billboards that are attached to bicycles. Royce says; "Because I've paid a small fortune to rent fixed billboards in the past, I decided to build a totally new mobile billboard system. After it was finished and road tested positive, I realized they could also be very valuable to many other business owners because there is enormous new business development potential in "personalized" outdoor advertising. I also think our **Public Notice Vehicles** (PNVs) are just about the best new business development tools to come out since the Internet. Sign and print shops, franchises, event companies, marketing executives and ad agencies are gonna love them".

PNVs seem to be an exciting new way for anyone to continuously get their message inexpensively noticed - plus it's great exercise too.

PNVs use a new patented hitching and leveling technology that allows for specialized stabilization, wind resistance and safety. Rotating rear facing LED lighting also helps PNVs be noticed when in traffic. [One of the key marketing strategies is continuous looping around hi-traffic intersections with two or more PNVs.]

While acknowledging these PNVs are probably best suited for local events and business development promotions, Royce says; "they can be used by national advertisers, ad agencies and movie studios too". Royce envisions thousands of them constantly being used for promoting elections, street fairs, grand openings, daily supermarket promotions and "darn near anytime you want new business".

Because the bikes and billboards combination have the additional ability to earn considerable income from riding/advertising for others, Royce is also taking an unusual approach to licensing, marketing and training "affiliates". Aside from his franchise consulting business, he's launched BikeBillboards.com as an network of affiliated owners and riders. He says; "I've built a lot of other franchises and business opportunities in my life, but this is probably the best idea I've ever had. It's a totally new type of low-cost business opportunity (not a franchise) that almost anyone can do - in almost any town and because of that, there are some special advantages of working together and sharing marketing. It's actually *perfect* in a dozen ways. For example, if major ad agencies have national client promotions for movie releases or product rollouts, they'll need very wide deployment and the best way to do that may be with an established network of local owners and riders". Executives at Coca-Cola and several major ad agencies have expressed "excited interest" he adds.

It also seems that PNVs might even become a staple "vote-getting" strategy for elections around the country because some enthusiastic Kerry and Bush supporters renting them for local rallies in the past presidential election.

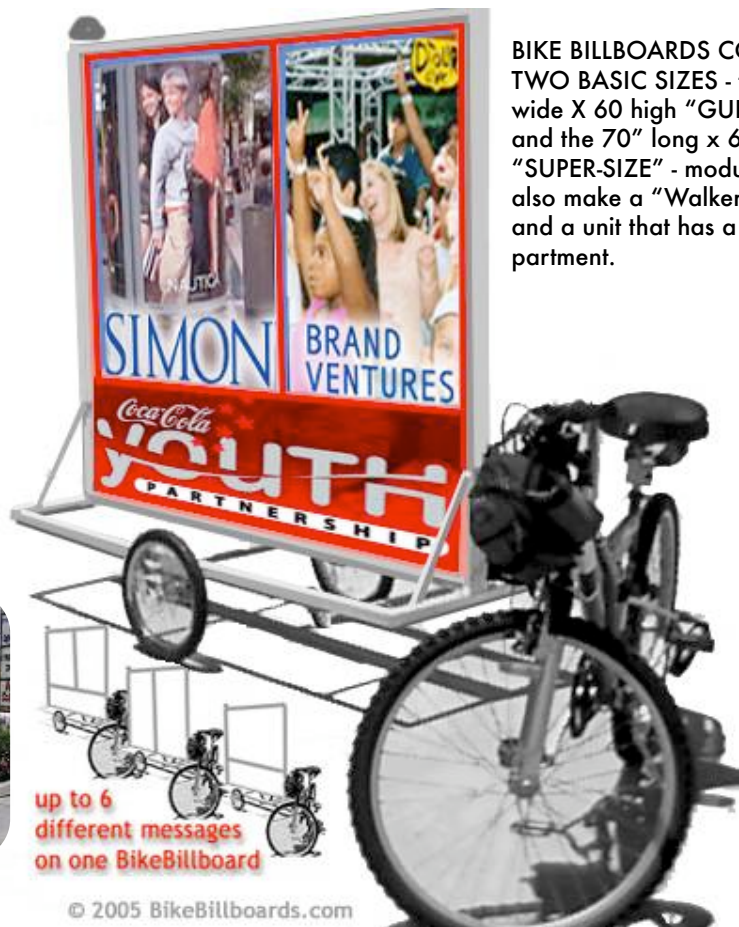


When asked what kind of income a regular person can make from this new type of business, Royce responded with; "We've been paid more than \$250 a DAY to ride/ advertise for others - and - there are several additional ways of making money, such as wide-format printing and just simple renting of the PNVs without riders. Our affiliates set their own prices and from that \$250 a day example and our web site rental guide, they can run their own income numbers and at the same time, also determine just how much weight they might want to lose". There is no charge to become an dealer/affiliate.

For competitive reasons, he doesn't immediately let others know what the actual purchase price is (although rental prices are online) because he only sells wholesale to his "dealer/affiliates" and they set the retail prices. For additional information see [www.bikebillboards.com](http://www.bikebillboards.com).

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BIKE BILLBOARDS COME IN TWO BASIC SIZES - the 40" wide X 60" high "GUERRILLA" and the 70" long x 60" high "SUPER-SIZE" - modular. They also make a "Walker" unit and a unit that has a compartment.

up to 6  
different messages  
on one BikeBillboard

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