



Malnove Design and Production Team Up with StadiumTRAY™ to Snare Another Super Bowl Advertising Win as Visa Teams Up With the NFL for Commemorative Tray

Jacksonville, Florida, February 1, 2010 - Marking its 4th appearance at the big game, StadiumTRAY™ reports its sleek brand building advertising platform featuring Visa logos will be distributed at all concession stands in Sun Life Stadium February 7, 2010 when the New Orleans Saints take on the Indianapolis Colts in Super Bowl XLIV.

Malnove and Barbara Baron Graphics Play Key Roles in Design Execution and Production

Ramsey Fisher, Malnove Packaging and Packaging Solutions (www.malnove.com) Design Manager, worked with Lead Designers Patrick Shaughnessy and Mark Kocovsky and suggested a slightly larger tray be designed to provide a larger imprint area on the StadiumTRAY. This enabled Barbara of Barbara Baron Graphics (www.babagraphics.net) to develop a graphic design that reproduced the look of the field, while including the key Visa and the NFL's "Own the Moment" Super Bowl branding elements.



“It was a great idea and our entire team really rose to the creative challenge,” he said. Malnove has produced millions of StadiumTRAYs in recent years for the NBA, NHL, NCAA at many sporting venues. Mr. Fisher indicated that the challenge of securing approvals from the NFL and Visa was streamlined through the use of ArtiosCAD 3D software (www.esko.com). The 3D online approval process followed, expedited the production ordering process allowing Dale Houck, Plant Manager of Malnove's Jacksonville, Florida Plant to produce the StadiumTRAYS and meet the NFL's requirement of having the trays on hand at Sun Life Stadium (<http://www.sunlifestadium.com>) one week prior to the Super Bowl (<http://www.nfl.com/superbowl/44>). Mr. Houck commented that “it is really the power of teamwork, using proven systems and procedures, that allows Malnove to respond to our customer's ‘Speed-to-Market’ needs”.



Multi Dimensional Game Day Tray Will Be Distributed at Concession Stands in Miami

The Super Bowl StadiumTRAY design is one of the most interesting and challenging formats delivered to date by the Atlanta-based sports marketing firm. The tray will hold up to four beverages and a food area depicting the actual field lets fans conveniently carry food and snacks back to their seats. The commemorative tray featuring the Super Bowl, American Football Conference, and National Football Conference logos will be served to all fans purchasing food and beverages from Boston Culinary group-operated concession stands at Sun Life Stadium in Miami.

George Poston, President of StadiumTRAY stated, “When the NFL contacted me about providing StadiumTRAYS for the South Florida Super Bowl, they specifically requested that we design a tray with a commemorative look and feel featuring the Visa logo. Upon their approval of the final artwork, the NFL Events Department said that we had exceeded their expectations. Although we have provided our food and beverage trays at previous Super Bowl events, we usually take the sponsors camera-ready creative and print it on our trays. This year we wanted something really unique for Super Bowl XLIV and I believe we have achieved that objective.





About **Malnove**

Malnove is the largest independent folding carton company in North America, committed to developing collaborative relationships with our clients, and delivering true "Total Packaging Solutions" based on our unique knowledge of the customer's business and related brands. The Company's website is located online at www.malnove.com

About **StadiumTRAY™**

StadiumTRAY appeared at previous Super Bowl events, World Series, MLB All-Star Games, NBA, NHL, The NBA Final, NCAA Bowl Games, and NASCAR races and is currently used at Philips Arena, Amway Arena, Wachovia Center, Pepsi Center, American Airlines Arena, St. Pete Times Forum Arena and many other premier sports and entertainment venues. The Company's website is located online at www.stadiumtray.com

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