



INFLATABLE DISPLAY SYSTEMS
A Division of Billboard Boats, Incorporated

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bbi Inflatable Displays opens 1st office in Africa; Amphibious Inflatable Billboards Make Debut in South Africa

Durban, South Africa (March 16, 2009) - Billboard Boats Inc. (bbi) announced today that it has appointed BBi South Africa, a division of Big Events 365, the official exclusive distributor of bbi products in South Africa. BBi South Africa, based in Durban, is the first bbi associate office located on the continent of Africa.

bbi's patented amphibious advertising billboards arrived in South Africa merely weeks ago and have already generated a keen interest from both national and local advertisers. Within weeks of the product's arrival, BBi South Africa introduced the inflatable signs to prospective clients and quickly received several campaign commitments.

BBi South Africa recently launched the inaugural campaign in Amanzimtoti promoting Pam Golding Properties, the largest independent real estate company in South Africa. Inflatable display systems have been placed in numerous locations such as adjacent to the 2 Freeway, at shopping centers and also at Pam Golding real estate offices. BBi South Africa plans to launch its on-water advertising services in the weeks ahead.

Worldwide interest in bbi's patented advertising products has grown significantly as result of increased exposure of the physical products coupled with media attention. In addition to South Africa, bbi has established new associates in several other international locations in the last 4 weeks including Toronto, Portugal, Spain and Oman. bbi products can currently be found in nearly 50 countries and can be shipped immediately to nearly any global location.

Alternative media is commonly viewed as an effective and unique format to reach audiences. Despite the overall slowing ad economy, spending on this format is estimated by several sources to far surpass last year's sales. bbi's amphibious billboards have created an advertising niche in the global alternative outdoor advertising market.

bbi Display Systems ability to be displayed on water combined with the lack of ad clutter make the floating billboards an attractive alternative option for any coastal campaign or event. Additionally, the amphibious inflatable billboards are portable which allows advertisers to deliver highly targeted messages on both land and water.

About bbi Inflatable Display Systems

bbi Inflatable Display Systems, is a privately held California corporation with offices located in Malibu, California. Over the past 5 years, the idea to design and build a billboard capable of performing on land or sea has undergone painstaking development with rigorous testing of many proto-types. The result is bbi's U.S. patented and International patent pending inflatable billboard that has evolved into an extremely efficient, effective and reliable design. BBI is recognized as the global leader of on water advertising and inflatable signs. For more information, please visit www.bbidisplays.com