



Newsletter No. 5 – May 2010

2010 will be the year with all the big events. In front of all the events are the big sport tournaments. What comes to everyone's mind is the Soccer World Cup in South Africa which is in June, but we shouldn't forget the Olympic Winter Games, which took place in the beginning of the year in Vancouver or the Ice Hockey World Cup that is in Germany at the moment. Another tournament you can't forget: The World Team Cup – the team world cup in tennis in Düsseldorf.

These events do not only attract a wide international audience but also a lot of spectaculars on the television and these events interest many sponsors and advertisers. The purpose is to attract attention with advertisements and statements. This tennis tournament decided for Asphalt Art. We show you that it was a good decision. You will also read about a campaign in Belgium and the new website. And we would like to remind you of the FESPA. We wish you an enjoyable time while reading our newsletter.

Game, set and match with Asphalt Art



„Have a seat on your center court“, that's the invitation till the 22nd May 2010 in the heart of the old town in Düsseldorf. The stairs on the Burgplatz changed because of the 33rd „ARAG World Team Cup“ in the Rochusclub in a centre court. This brings a tennis atmosphere to the popular place on the riverbank of the Rhein during the World Team Cup.

The project is initiated by the Sport Agency Düsseldorf GmbH which supports the Rochusclub for years. The Davis-Cup winner Eric Jelen and the Rochusclub tournament director Dietloff von Arnim were responsible for the official opening of the „Center-Court-Stairs“.



Printed on more than 300 sqm Asphalt Art asphalt foil. The installation took one day.

Don't forget: Asphalt Art is looking forward to your visit at the FESPA 2010 in Munich

It's the first big fair performance of Asphalt Art. Asphalt Art uses the only European fair of the year for the presentation of the asphalt foil as well as for the other products. We look forward to welcoming you

from 22 June 2010 to 26 June 2010

on stall 549 in hall B 3.

We are staying on your disposal for all questions, here you can convince yourself about our products as well as exchange your ideas.

You will find tickets for free over the site of the FESPA Organization www.fespa2010.com.

The Flemish painter Bruegel would have loved Asphalt Art

May this is the reason why the Belgian Bruegel Museum uses Asphalt Art for the entrance area. Bruegel – that's the name of some extraordinary Flemish and South Dutch painters who affected the Renaissance and Baroque Art. Paintings of Bruegel are well-known and admired in the whole world. A museum in the Belgian Peer is using Asphalt Art for its outside area. Bruegel would have loved that.



Main sponsors of the TUfly marathon in Hannover choose Asphalt Art



It was the first time that asphalt foil was used for the TUfly marathon in Hannover. For the 20st anniversary of the running spectacle in the city of Hannover, the asphalt foil realizes a landing strip in the finishing line for the runners. The logo of the organizer was realized in 3D, so it's better visible. Even as spectacular were the numerous logos of the second sponsor, the financial company AWD, around the running distance. The runners passed all the time distances where the foil was adapted on the asphalt, so you couldn't miss the sponsors.



New website for Asphalt Art

You have frequently used the online offer of Asphalt Art, so we would like to thank you for this. The amount of data which we offer on the website has grown, so we had to change the website. Because it's much easier if the website is called the same like the main product, we are happy to inform you that you can reach us know under...

www.asphaltart.com

Please contact the website and inspire yourself. Many information are ready for you and more service isn't possible.

This was the newsletter May 2010. We could show you a lot of pictures from the campaigns all over the world. We would like to include your campaign in our newsletter. Please send us the pictures and information to your campaign – we will return you the favor.

If you would like more information about Asphalt Art or the new products and you don't want to wait till the next month, we are here for you. Please do not hesitate to contact us per E-Mail on info@asphaltart.com or contact the responsible staff member. We wish you all the best till the next

newsletter in June and rest with the best greetings

Your

Asphalt Art International Team

PS: We truly appreciate your interest in our products and your feedback – positive or negative. Please let us know if you have any comments or questions. If you want to become part of our newsletter then feel free to give in interesting application photos of our products which can be considered as impressive advertising for you. You receive this newsletter due to the indication of your e-mail address in our system. If you do not want to receive the newsletter, just send us a brief e-mail with the subject "Newsletter Off" to the address info@asphaltart.com and you will be deleted from the distribution.

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