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Racing Legend Visits ListeNation to Promote Inaugural Off-Road Show

Irvine, CA – December 22, 2004 – ListeNation Corporation in Irvine, California was recently paid a visit by Off-Road Racing Legend Ivan “Iron Man” Stewart. Stewart dropped in to lend his voice to the Marketing effort for Advanstar Communications’ inaugural Off-Road Impact Show (ORI) taking place January 20th-22nd, 2005 at the Las Vegas Convention Center. Stewart will be featured as the Keynote Speaker at ORI.

Ivan “Iron Man” Stewart is known to off-road enthusiasts as the most recognizable name in their sport. Stewart’s career resume is unprecedented in the Off-Road history with over three decades of success.

The purpose of Stewart’s visit was to record a ListeNation Voice Mail Marketing Message targeting pre-registrants and off-road enthusiasts to drum up excitement for the upcoming Off-Road Impact Show. Stewart’s isn’t the first celebrity voice to be broadcasted to promote conventions or tradeshows. Other recent celebrity messages include Jim Nantz from CBS Sports, Tony Hawk, world famous skateboarder and Jim Craig, Goalie from the 1980 Olympic Gold Medal Hockey Team who was portrayed in the recent blockbuster film *Miracle*. “Our clients have been ecstatic with these messages and how they are received by their target audience”, said Ray Baum, Director of Account Management for ListeNation, “You just can’t replace the celebrity appeal, especially when Tony Hawk is calling!”

ListeNation is the Leader in Digital Voicemail Broadcasting for the tradeshow and convention industry and was recently named “Rookie of the Year – Supplier” by the International Association of Exhibition Management (IAEM). Show Managers use ListeNation to deliver personal, relevant voicemail messages to association members and/or attendees reminding them to register, book hotel rooms or simply drive traffic to a specific booth. The ListeNation Call has recently become a “best practice” for several *Tradeshow Week 200* and *Fastest 50* shows. ListeNation charges per attempted phone call and price adjusts according to volume.

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