



Pierce Mattie lifestyle & wellness
PUBLIC RELATIONS, INC.

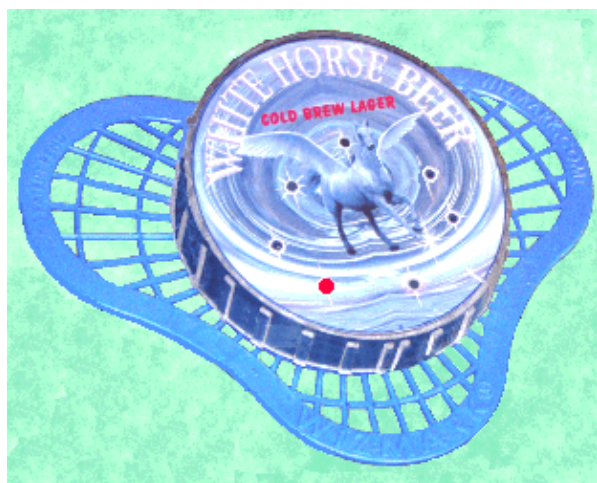
MAIN WEBSITE

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Now That's A Press "RELEASE"...Some Men Might Actually Talk To Their Penis!

Wow, I'm not so sure I would respond so well to this.

The next time a guy stands in front of a urinal and hears what he thinks is his penis demanding to have a conversation, he can rest assured his little head has not developed a mind of its own. Yes, most other times the little head does rule the big head but not this time. In this case it's just a Read this: [WIZMARK Interactive Urinal Communicator](#). doing the talking.



Adding to the growing types of bathroom advertising is this device, from Healthquest Technologies Inc., which will, upon sensing one's proximity, deliver various audible and visual advertising messages. Placed squarely where the action is happening in the bottom of the urinal, the device will command attention if not completely freak out men looking for a few seconds of peace from their screaming wife/girlfriend/kids/boss/prostitute/etc. Potential advertisers: please don't show imagery we men might find "uplifting." That's counter to what we are trying to accomplish at the urinal. Any other time, though, is perfectly fine.

Here is the Press Release:

New Talking Urinals with Winking/Blinking Ads
Offers Unique Way to Reach Men about Consumer
Products Sports or Public Service Messages

Islip, NY, June 16, 2004 - Despite the spread of advertising messages to nearly every setting in

contemporary America, attracting the attention of the elusive male audience has always been a challenge. The men's room offers one relatively untouched ad vehicle that just about everyone who enters it faces: the urinal. A newly patented interactive urinal communicator by Wizmark (www.wizmark.com) creates a whole new dimension, literally, to the idea of interactive marketing. The Men's Room visitor's attention is immediately attracted to a promotional ad message contained inside an angled waterproof display centrally located within the urinal, with flashing lights that are activated either by either someone's physical presence or by urination onto the screen. Upon activation the screen also emits a pre-recorded audible message of up to 16 seconds duration. **Even before activation, the auto-animated winking of alternating images on the 3.5 inch lenticular display of the device is sure to catch the eye of any man seeing this novel ad vehicle for the first time.**

"Beginning with early attempts at writing one's name in the snow, there has always been an element of recreation associated with urination for men", says bio-engineer Dr. Richard Deutsch, who invented and patented the interactive, plastic deodorizing unit for Wizmark. "Now when nature calls, there is going to be something entertaining to look at and listen to."

Irreverent marketing approaches get attention and advertisers can greatly benefit. The dynamics and social protocols of its use, guarantee at least one minute of undivided and undistracted visual attention along with the concurrent audio delivery of their promotional message to a captive audience. Since urinals haven't been the focus of consumer advertising for products such as beer, cigarettes and Viagra or public service messages like "Don't Drink and Drive", early adopters of this new patented interactive technology will generate significant "buzz" with the amused smiling viewers.

Locales suitable for the Wizmark unit include rest rooms in bars, restaurants, hotels, sports stadiums, race tracks, movies, airports and train stations for either commercial or public-service messages and government buildings, grade or high schools, offices, factories, and military installations for anti-smoking, anti-drug or anti-drunk driving messages.

Anyone can see pictures and ad ideas for the Wizmark interactive urinal communicator and additional technical details behind the new advertising medium at our website [Wizmark.com](http://www.Wizmark.com)

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