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ADVERTISING & PUBLIC AFFAIRS

A Robert Nelson Company

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WOODENSHIP LAUNCHES \$30 MILLION
“YES ON 70” AD CAMPAIGN

SAN DIEGO -- Woodenship Advertising & Public Affairs is producing statewide television and radio advertising for the “Yes on 70” Tribal Gaming Initiative.

The first TV ad, “Better Deal”, began airing yesterday on television stations throughout California. The television ad complements radio spots already airing in northern California.

In a Sacramento news conference on Monday, spokesperson Gene Raper said the campaign planned to spend about \$30 million on broadcast and cable advertising.

“Yes on 70” is funded by the Agua Caliente Band of Cahuilla Indians, San Manuel Band of Mission Indians, and other Indian gaming tribes. The ad campaign reminds voters that Indian gaming tribes are committed to ensuring all Indian casinos pay their fair share toward state costs. Today, Indian casinos pay no taxes or other fees to help fund state government.

Proposition 70 would allow tribes to operate as many slot machines and other casino games as they want on tribal lands for the next 99 years. In return, the

tribes would share revenues with the state that are the equivalent to the corporate income tax rate, currently about 9 percent. Proposition 70 would produce nearly \$2 billion for the state in the first five years, according to former State Finance Director Jesse Huff.

“Better Deal” was created and produced by Woodenship President Bob Nelson, and directed and edited by Scott Evers, co-founder of Woodenship. The ad can be viewed at www.70yes.com or by clicking on “Newsroom” at www.woodenship.com.

Woodenship provides a complete suite of advertising and public affairs solutions including research, strategic planning, copy and creative design, production, media planning and placement and public relations for a select list of quality clients including American Water and the California Teachers Association. The company’s main office is located at 3900 Fifth Ave, Suite 130, San Diego, CA, 92103. For more information, please visit the company’s Web site at www.woodenship.com.

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