

## **News release**

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## **Space company flies marketing mission.**

On Saturday, November 4, 2006, balloons carried a carbon fiber platform to 95,100 feet. On board were cameras pointing at six miniature billboards. Over 1,800 pictures were remotely taken of 35 advertisements at the edge of space. The flight lasted four hours. The vehicle landed 96 miles downrange.

"They're very dramatic images," said John Powell, President of JP Aerospace. "There is nothing like having the Earth for a background."

With space tourism and other new space businesses on the horizon, it's natural for marketing to be there too. Unlike other space marketing concepts such as twenty-mile signs in orbit, this first small step for business is on a small scale. The ads are only inches across.

This flight was the 29<sup>th</sup> in a series of research missions to the upper atmosphere. JP Aerospace's Away 29 also carried student experiments called PongSats. These are experiments placed inside of ping pong balls. They are sent by students all over the world and are flown free of charge. All funds raised from the ads are used toward the PongSat® space education program and high altitude research.

The next branding at the edge of space mission will be in April 2007.

JP Aerospace is an independent space program staffed by volunteers dedicated to bringing space travel to everyone.

Photographs and more information at [www.jpaerospace.com](http://www.jpaerospace.com).