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**PIONEER MOBILE ENTERTAINMENT TAPS  
THE SABATINO DAY WILLIAMSON GROUP  
FOR MOBILE AUDIO BUSINESS**

*Sabatino/Day, Brenalt Sabatino Day and SDLA Leverage  
The SDW Group Synergy to Win Entertainment Giant's Business*

**LOS ANGELES** (March 28, 2007) — The SDW Group announced today its selection by Pioneer Mobile Entertainment to support a new brand program for the car side of the electronics giant's business. The assignment includes strategic positioning, creative development and media support for Pioneer Mobile's new print and television advertising campaigns as well as brand integration into dealer, consumer and entertainment programs.

The SDW Group's Sabatino/Day, Brenalt Sabatino Day and SDLA joined forces to deliver a strong track record in multicultural branding and advertising as well as a 20-year relationship with Pioneer Electronics and an LA presence. After an entertaining and innovative business pitch that included a mini-rock concert, Pioneer Mobile Entertainment President Edward Sachs gave The SDW Group agencies a standing ovation, and the keys to Pioneer's multi-million dollar mobile audio brand.

"At Pioneer, we make the state-of-the-art audio, video and navigation products that help define the personal, in-car experience for drivers and passengers," Sachs said. "The thing that struck me about The SDW Group is they really get how Pioneer is a mobile entertainment brand as much as it is a consumer electronics brand. They have a real understanding of Pioneer and their presentation truly demonstrated their talent for communicating our brand."

Gregory Sabatino, chairman of the The SDW Group group of companies and one of the first marketing communications professionals in the industry to develop and offer branded entertainment as a client service, added "Pioneer isn't just about little boxes that play music or movies or get people from point A to point B. Their brand is about creating an experience for the driver and passengers that makes them feel good. We wanted to show Pioneer that we could help them build these entertainment experiences which transcend product; that we can connect with their audience on an emotional level. That's why we turned our pitch into just such an experience with music and video."

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Sabatino commented too on the success of bringing three of his companies together to win the business. “We were uniquely positioned because our SDW Group encompasses not only traditional advertising but multicultural and entertainment services.”

The new Pioneer Mobile Entertainment campaign will break in mid-April at the annual meeting with dealers.

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### About The Sabatino Day Williamson Group

The SDW Group is a group of companies that work both independently and as a whole to deliver unparalleled traditional advertising, multicultural and entertainment services. The SDW Group companies include Sabatino/Day; Brenalt Sabatino Day, SDLA and Gregory Sabatino Productions, an entertainment company producing award-winning films, such as DALLAS 362 and FALSIFYIN', a new documentary on Boogie Woogie music, and television. Additionally, The SDW Group encompasses a clothing and accessories company under the “Sabatino” brand and The Sillaman Sanctuary for Music and Performing Arts, a non-profit organization from The SDW Group’s ONE CANDLE philanthropic arm that brings the healing power of music to those recovering from drug and alcohol addiction.

### About Sabatino/Day

Sabatino/Day, a SunLion company, is a full-service agency providing advertising, graphic design, public relations, media and interactive services. With offices in Los Angeles, Miami and Dayton, Sabatino/Day serves Fortune 100 companies with presence around the world. Clients include Colfax, Emerson, Iams, and Kodak, among others.

### About Brenalt Sabatino Day

Brenalt Sabatino Day provides inspiring creative influenced by the beauty and energy of Latin America. Strategic specialists in multicultural marketing communications, Brenalt Sabatino Day works with global clients on strategies that fit the cultures within which they do business.

### About SDLA

SDLA, a SDW Group company, is the Los Angeles home for Sabatino/Day, and provides creative development and client services to global clients located in the Western U.S.