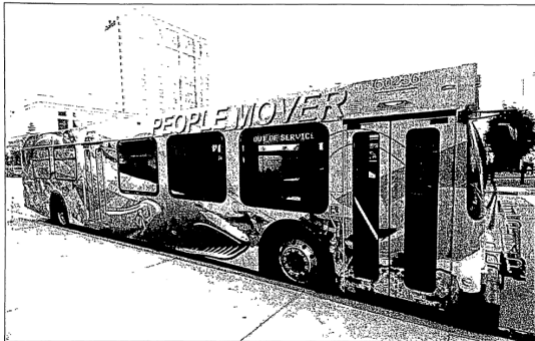


BUS ADVERTISEMENT FISHES FOR RIDERS



BILL ROTH / Anchorage Daily News

People Mover rolled out its first full-bus advertising wrap with a large and colorful underwater scene with the message "People Mover — A Whale of a Ride." People Mover plans to offer up to five buses for this form of alternative advertising to increase revenue. People Mover maintains a fleet of 55 modern, fully accessible buses that travel over 2 million miles a year, and it serves more than 14,000 Anchorage and Eagle River commuters each day.