



PRESS RELEASE

*Catalyst! - cat*a*lyst (kat'l-ist) n*

Contact: Jackie Gladstone
PHONE: 949-388-6411
EMAIL: info@catalysthouse.com
URL: www.CatalystHouse.com

Luxury automotive innovator, Special Vehicle Concepts, retains AD|MAX, announces marketing shift

Dana Point, CA. August 4, 2006 /CAT eNEWS/ -- Catalyst House, Inc. managing director, Lynnea Bylund, announced today that her Company's AD|MAX Media unit has entered into an exclusive marketing contract with Special Vehicle Concepts, Inc. ('SVC') wherein AD|MAX will provide market expansion strategies, solutions and expertise that will enable SVC to more effectively market its outstanding line of high-end vehicle customization products and accessories via e-commerce channels and to automobile dealerships and independent vehicle accessorization and aftermarket providers throughout North America.

"Profits on in-stock luxury auto sales are slim, service department revenue is shrinking, dealership fixed and variable costs are climbing, and finance rates are at all-time low... so where's the new profit center?" asks SVC's president, Peter C. Cameron.

"Specialty vehicle accessorization is the new profit center," according to SEMA, the Specialty Equipment Market Association, a trade group whose mission it is to track and represent this burgeoning automotive segment. "The specialty vehicle aftermarket is big business -- \$31 billion-a-year in retail sales and climbing. And a whopping 58 percent share of that -- a record-setting \$18 billion last year -- comes from the sales of high-end truck, SUV, and sports-auto outfittings, conversions, and aftermarket accessories," reports SEMA.

SVC is an established full service vehicle outfitter and innovator aimed specifically at this luxury and high-end auto aftermarket. Recently the Company invested substantial time and resources to develop a Web-based sales catalogue and showroom in order to showcase its unique high-end line of exterior, interior, and performance upgrade components, accessories, and concepts.

According to SVC's Cameron: "SVC has invested well into seven figures on the continuing research, development, and integration of its unique line of award-winning high-end customization accessories that appeal exclusively to 'upper-echelon' owners of the Hummer, Jaguar, Range Rover, Land Rover, Cadillac Escalade and CTS-V, Thunderbird, Corvette, Audi RS6, Mustang GT, Mini Cooper SSE, and most recently, the new GMC Denali."

SVC's new Website at www.SpecialVehicles.com also embodies a full service e-commerce platform in anticipation of its shift from a traditionally regional retail sales methodology to a more robust and far flung wholesale distribution network that will capitalize on its established respected brand and product line.

In addition to the continued optimization of its own website-driven e-commerce sales, the AD|MAX appointment is expected to propel SVC into increased sales through e-commerce channels, including EBay, Amazon, and other robust platform providers.

CONTINUED -

The AD|MAX appointment falls on the heels of a recent announcement that SVC has entered an arrangement with Unwired Vehicles, Inc. wherein Unwired Vehicles will be the exclusive provider to SVC for next-generation mobile technologies offering powerful entertainment, communications, and navigation applications.

“Retaining the advertising and marketing prowess of a regional and national media and marketing strategist like AD|MAX is a natural next step towards SVC realizing its market expansion vision,” Adds Pete Cameron. “And being retained by an industry leader like SVC is a promising and exciting assignment for us,” affirms, AD|MAX’s Ms. Bylund.

About Special Vehicle Concepts:

Special Vehicle Concepts, Inc. is a full service vehicle outfitter aimed specifically at the luxury and high-end automotive aftermarket. Established in year 1996, Special Vehicle Concepts has been recognized as an innovator for its award-winning high-end automotive exterior, interior, and performance upgrade products and concepts by virtually every major and regional luxury automotive and lifestyles publication in North America including Motor Trend, Auto Media, Restyling, Auto World, USA Weekend, Money Extra, Luxury Lifestyle, European Car, Cigar Aficionado, Valvoline.com, Sport Utility Vehicle, and Card Player Magazine. The entire SVC product line and numerous enthusiastic write-ups can be viewed at www.SpecialVehicles.com. Meet SVC in person at SEMA 2006 in Las Vegas October 31st through November 3rd!

About Unwired Vehicles:

Unwired Vehicles is a pioneer in developing mobile applications and technology specifically for the emerging car computing market. Unwired Vehicles is developing software and solutions that enable vehicle operators to safely use entertainment, safety, information access, navigation and communication applications. Unwired Vehicle’s line of mobile computing solutions offers full-featured, touch screen PCs specifically designed for in vehicle use and integrated with voice controlled applications and are designed from the ground up with the vehicle operator in mind. The Company offers driver optimized versions of traditional types of applications like voice-enabled email and new applications that leverage Internet information sources, location information and GPS routing. Unwired Vehicles delivers a new world of vehicle friendly mobile solutions that are available to consumers as integrated solutions and to OEMs on a component licensing basis. The Unwired Vehicle product line may be viewed at www.UnwiredVehicles.com.

About AD|MAX & Catalyst House:

AD|MAX is the media unit of Catalyst House, Inc., an international strategic-teaming consultant and Springboard Capital Corporation co-founder and affiliate. Catalyst House President, Lynnea M. Bylund, currently serves at the behest of Committee Chair Congressman Tom Reynolds (R-NY) as an Honorary Chairwoman of the National Republican Congressional Committee's Small Business Advisory Council ('SBAC'). In 2005 Ms. Bylund was one of only 12 women selected nationally to receive SBAC’s prestigious Business Woman of the Year Award. Since its inception in the late 20th century, Catalyst House associates have assisted in the provision of over \$30 million in debt and equity to emerging technology and sustainable enterprise businesses. Strategic partners and media providers to AD|MAX and its bundled media and marketing solutions array now include: SmartSMS™ Corp.; Cox Media; Premier Guide; ITEX Payment Systems; Matchbin; XO Software; Techspeed Software Solutions; XRAYMEDIA, Inc.; Springboard Capital Corporation, the Orange County-based investment and venture development firm with an exclusive portfolio of unique ‘first-mover’ advantaged client companies; and TVA Capital, the innovative Newport Beach-based investment banking group and national angel investor network.