



THE BLACK LABEL COMPANY

The New Yellow is Black. Book Black.
www.TheBlackLabelCompany.com
(888) 60-BLACK

The Black Label Company
2041 Rosecrans Avenue – Suite 359
El Segundo, CA 90245

FOR IMMEDIATE RELEASE

Traveling in LA? Book Black.

The Black Label Company Commences Daily Service in Greater Los Angeles

LOS ANGELES, California (April 4, 2005) — (PRIMEZONE) The Black Label Company today announced the commencement of operations in the Greater Los Angeles area. The low-fare chauffeured executive sedan service will offer an industry-first booking rate of \$29.95 per ½ hour with No Minimums when booked at www.TheBlackLabelCompany.com or by ringing (888) 60-BLACK for Guest Services. Seats are limited and Guests are encouraged to book early.

All Black Cars feature roomy black leather seats; all equipped with wireless internet service, iPod docking station, dual wide-screen DVD monitors, and over 120 channels of free Sirius Satellite Radio. A selection of complimentary DVD video programming is also available. The Black Label Company operates a fleet of black 2005 Lincoln Town Car L executive sedans. By the way, the 'L' stands for legroom.

With The Black Label Company, all seats are unassigned, all travel is ticketless, and all booking rates are \$29.95 per ½ hour with no minimums, additional surcharges, administrative fees, booking charges, or random taxes. An overnight stay is never required. Gratuities are handled directly between the Guest and the Executive Chauffeur.

Why travel in a less than pristine taxi cab or pricey limo when you can ride door-to-door in luxurious comfort with an Executive Chauffeur at your service? **The New Yellow is Black. Book Black.**

About The Black Label Company

The Black Label Company provides chauffeured executive sedan service catering to the Greater Los Angeles area. Black Cars are made available to you by advanced booking at a rate of \$29.95 per ½ hour with No Minimums – 24 hours a day, 7 days a week. Book Black online at www.TheBlackLabelCompany.com or ring (888) 60-BLACK for Guest Services. The New Yellow is Black. Book Black.

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