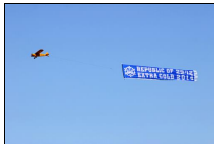


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Castle Lite's exclusive island – "The Republic of Extra Cold"
28 Jan 2015



Castle Lite's aerial campaign promoted "The Republic of Extra Cold" party, which took place on the 29th of December on Stanley Island near Plettenberg Bay. Sky Messaging was the company responsible for the display

The Island was transformed into the ultimate summer party paradise with 2,500 adult partygoers expected to turn up for what promises to be an unforgettable day-to-night outdoor beach experience on Castle Lite's very own intimate and exclusive island.

"The Republic of Extra Cold is most certainly an innovative first from Castle Lite, offering adult South African's a unique, premium, and exclusive island party experience," explained Castle Lite's General Manager Becky Opdyke. "There is undoubtedly a magnetic appeal to the concept, and we look forward to unlocking the ultimate summer experience and bringing extra cold refreshment to adult consumers this summer!"

Sky Messaging owns the patent 2005/03018, which allows for a take-off with the banner already attached to the aircraft, compared the traditional and more risky pick-up method: the aircraft must approach the banner pickup in a descent using the energy of the shallow dive, and then rotate with application of full power to pick up the banner. With the pick-up method, areas of danger include engine failure, grapple hook deployment errors as well as banner pick-up errors. If the grapple hook is not released in a satisfactory manner, it can snarl on the tailwheel or the landing gear, fouling the landing and potentially causing a crash event.

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