



MEDIA ADVISORY
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Catalyzing a New Industry in Silicon Valley: Lunar Commercial Communications Workshop Points Diverse Attendees to Near Term Possibilities

Palo Alto, CA – The Lunar Commercial Communications Workshop 3, presented September 5, 2008, by Space Age Publishing Company and the International Lunar Observatory Association, drew the participation of NewSpace Entrepreneurs, NASA, Aerospace Firms and Venture Capital investors who came to learn when they could plan to broadcast their messages from the lunar surface via commercial resources.

Responding to a recent RFI by NASA for communication and navigation services at the Moon, a NASA-led discussion panel examined what will be needed to establish a private sector space industry. NASA hopes to purchase services from these entrepreneurs in support of the return to the Moon and establishment of a lunar base.

This “lunar renaissance” is emerging amid the resurgence in national and international Moon missions. As NASA moves forward with the Lunar Reconnaissance Orbiter (LRO) and other robotic missions leading to a human return, Moon missions have already been undertaken by Europe, Japan and China, with India’s Chandrayaan approaching its launch.

Entrepreneurially, Google’s Lunar X-Prize teams are gearing up for rover missions in the near term. Each represents private interests and funding pointed toward the lunar surface. This pioneering effort will both establish and draw on the support of private sector individuals and companies who intend to extend the sphere of commerce to the lunar surface.

Space Age Publishing Company announced that it will be broadcasting its *Space Calendar* from the Moon, in partnership with Google Lunar X-Prize team Odyssey Moon, and is now determining pricing for advertising space which will soon be available for purchase. This will be the first time that private individuals and businesses will have the opportunity to broadcast a message from the surface of the Moon and will expand the sphere of commercial communications by over 1,000 times.

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For further information please contact:

International Lunar Observatory Association

Michelle Gonella	+1 (650) 324-3705	news@spaceagepub.com
Steve Durst	+1 (650) 324-3705	info@iloa.com

Information about ILOA.: www.iloa.org