

**TRAVELCENTERS OF AMERICA AND IDEAMILL
PARTNER FOR NEW BRANDING EFFORT**

FOR IMMEDIATE RELEASE

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Westlake, OH (April 06, 2005) – TravelCenters of America announces the hiring of IdeaMill as advertising agency for brand and major campaign activity. TravelCenters of America (TA), the largest full-service national travel center chain in the US, is in the process of a multi-faceted initiative to expand and improve its services for professional truck drivers. IdeaMill's job will be to communicate the wide-ranging offerings as part of a holistic brand embodied by the newly penned themeline: Come to a Complete Stop.

"IdeaMill has recently helped us communicate our brand on a project-by-project basis," said Tom Liutkus, director of advertising and PR, TravelCenters of America. "They're a nimble and creative company, and their consistent delivery of quality work is the bridge to this broader endeavor."

"Good brands excite us, and we're thrilled to be partnered with TravelCenters of America," said Anthony Musmanno, chief creative officer, IdeaMill. "The TA brand has a long history resonating with professional truck drivers, and that's made possible by a companywide dedication to the drivers. We're looking forward to strengthening that connection."

"Professional truck drivers are the backbone of this country. So much of everyday life is facilitated and made better by America's truckers. It's a thrill to be a member of the team that serves and assists these hard working heroes," said Michael Grzymkowski, president, IdeaMill.

TA operates in 41 states and Canada with 160 locations serving hundreds of thousands of professional truck drivers and other highway travelers each month - including most major trucking fleets.

"TA has been successful marketing to all highway travelers but professional truck drivers are the core reason we exist as a company," explained TravelCenters of America CEO Tim Doane. "When the professional driver is miles from home, we hope to provide him or her with everything they could possibly need; fuel, rest, and replenishment --- and when needed a place to maintain their vehicle. As such, we have made and will continue to make tangible additions to our service offering. IdeaMill will help us encapsulate our brand message in concise and meaningful communications. And they will also assist in delivering pertinent brand messages to our motorist market as well"

About Travel Centers

TravelCenters of America, headquartered in Westlake, Ohio, is the largest network of full-service travel centers in the country, employing over 11,500 people at 160 sites in 41 states and Canada. With over 30 years of experience, TravelCenters of America has established itself as a leader in serving professional drivers and motorists alike. For more information, go to: www.tatravelcenters.com.

About IdeaMill

IdeaMill is full service advertising agency, based in Pittsburgh, Pennsylvania. Clients include Mine Safety Appliances, Hoss's Steak and Sea House, Haddad Brands (manufacturers and marketers of head-to-toe line of Dockers Stain Defender for Kids), and Forest City Enterprises.

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