



**For immediate release**

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**AIRPORT MARKETING INCOME FORGES NEXT GENERATION OF BUSINESS ALLIANCES  
CONNECTING BRANDS, AIRPORTS AND TRAVELERS**

***AMI Creates First-in-Nation Model of Full-Service Secure Free Airport Wi-Fi:  
Initial Installation Launches Today at Mineta San José International Airport***

**PORTLAND, OREGON, (May 29, 2008)** – With travelers spending an increasing amount of time in airports, and airport authorities seeking to radically improve the overall experience while keeping revenue streams steady, a team of airline, travel, sponsorship and event marketing veterans established Airport Marketing Income (AMI), an experiential marketing company that creates the next generation of business alliances with airports, consumer brands and passengers, that benefits all parties. Today, AMI, a strategic partner with Clear Channel Airports in their recently awarded advertising contract with Mineta San José International Airport (SJC), announced the first free full-service Wi-Fi program with both 24-hour customer support and an optional virtual private network (VPN) security to be offered in a U.S. airport. To initially offset expenses for this enhanced passenger service, AMI partnered with AnchorFree ([www.anchorfree.com](http://www.anchorfree.com)), a Sunnyvale, Calif.-based company to create an incremental revenue stream through interactive advertising services.

“The travel industry is clearly in a tenuous spot, experiencing daily dynamic changes that require service providers to respond immediately,” said Brad Jersey, president of AMI. “Airports need to look at new revenue sources, while passengers are demanding enhanced services. AMI is developing creative solutions for all parties. Whether this is free Wi-Fi with round-the-clock customer service and security, taste testing of a new Dunkin’ Brands coffee or product sampling of Airborne-on-the-Go, our formula provides benefits for all involved. Respected consumer brands gain substantial brand exposure post-security; consumers have a more positive experience at the airport; and airport managers realize additional revenue. We are at the pioneer stage of this category and believe our platform presents the next generation of interactive marketing at airports.”

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## *AMI Creates Next Generation of Business Alliances for Evolving Travel Industry*

AMI was established as a stand-alone entity in 2003, serving as a division of Opus Solutions, an event marketing company that manages and produces more than 1,500 annual corporate events for top-tier companies like Adobe Systems, Cisco Systems, Microsoft, Oracle and Symantec. Given this access to these Fortune 1000 companies, AMI was spun off as a separate company with the goal of moving multi-touch marketing strategies and sponsorship to airports, which offer the highly sought-after demographics of airline passengers. Under the leadership of airline veteran Brad Jersey, and event marketing veteran Grant Hammersley, AMI was able to take full advantage of changing dynamics, as airports were under increasing revenue pressure and passengers were enduring ever increasing dwell times.

"AMI has provided consumer brands like ours not only with a different way of thinking about marketing, but also, a dynamic new way for interacting with consumers. Their programs enable us to bring more consumers into our Pepsi family. We have seen this work which is why we have established a long term relationship with AMI." says Kathy Krieger, on-premise sales manager, Pepsi Americas.

To date, AMI has initiated and executed partnerships with top consumer brands, including Airborne, Dunkin' Brands, Pepsi Americas, Siemens, Under Armour and Yahoo!, among others. During the last holiday season, AMI executed the largest post-security product sampling in airport history, handing out nearly one million Airborne-on-the-Go samples to passengers at Denver International Airport and Chicago O'Hare Airport. Additionally, the company has established groundbreaking airport sound networks, featuring customized audio programming at Cleveland Hopkins International, Boston Logan International and Tulsa International Airports.

"We see this as a new frontier of marketing that engages consumers in a way they have never been engaged before," continued Jersey. "This is about providing travelers with fresh experiences: a positive airport environment, a product trial that delights, and the ability to purchase a product on the spot, all while bringing together global brands and airports in a joint business venture where the ultimate winner is the consumer. The San Jose initiative is a shining example."

**About Airport Marketing Income (AMI):** AMI is a pioneer in the field of airport-based marketing. The firm presents its clients with unique marketing and sponsorship opportunities, leveraging the realities of today's air travel and the untapped potential of airport properties. AMI's comprehensive approach to marketing in the airport environment brings together the country's top port authorities with major consumer brands to create impactful multi-touch experiences that include the medium of sound, product sampling and innovative visuals. Clients include: Airborne, Bank of America, Dunkin' Brands, Pepsi Americas, Siemens, Under Armour and Yahoo!. For more information on AMI, visit [www.airport-marketing.com](http://www.airport-marketing.com).

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