



**For Immediate Release
April 5, 2011**

AMI and Lexus Announce first-of-its kind parking sponsorship program at Boston Logan International Airport and will continue to provide frequent fliers with Guaranteed Parking.

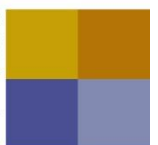
BOSTON — Apr. 5, 2011 — Airport Marketing Income (AMI), an Opus Solutions LLC company, together with Lexus and Property Consulting Group are announcing a partnership to provide the “Lexus Parking Passport Gold” to serve travelers at Boston Logan International Airport.

The program, a first- of- its-kind sponsorship marketing effort created by AMI for Lexus, will provide Lexus-branded parking areas as part of Boston Logan International Airport’s existing Passport Gold Program.

“AMI has the unique position of being able to provide highly relevant sponsorship and marketing opportunities for clients in most major airports in the United States,” said Jeff Eischen, Executive Vice President of AMI. “We are especially pleased to launch this program at Boston Logan, one of the nation’s most respected airports. Together with Lexus we are again providing a quality brand experience for traveling consumers. We are thrilled to be involved in this partnership.”

The current Passport Gold program allows members to be guaranteed parking in an area that provides easy access to all terminals at Boston Logan International Airport. With nearly 5,000 members currently participating in the program, Lexus comes in as a sponsor of a well-proven and valued program at Massport. With over 200,000 vehicles entering Logan parking facilities every month, this program represents an opportunity for Lexus to make a lasting impact on millions of New England travelers every year.

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“We want to provide our customers with a variety of parking options at different price points and the Parking Passport Gold Program has been very popular since it started five years ago,” said Ed Freni, Massport’s Director of Aviation. “We expect that popularity will continue with Lexus added to the brand.”

Lexus is also looking forward to the program getting off the ground, "This is our first foray into the world of airport marketing in the Northeast and we're very excited about the program we built with AMI. We anticipate a very positive response to the platform created to showcase our full line of Lexus Vehicles." says Tim Bliss - Lexus Eastern Area Vehicle Operations Manager

AMI Partners See the Benefits of the Company’s Unique Marketing Model

As the pioneer in the airport-based, multi-touch marketing and sponsorship category, AMI combines the teamwork, talent and creative thought leadership necessary to help airport management and sponsorship clients realize the phenomenal audience reach and profit potential of the aviation industry.

Working in partnership with the various stakeholders, AMI brings a unique set of assets to every project; an in-depth knowledge of the airport environment; and a keen awareness of how multi-touch, experiential, and behavioral marketing can positively impact public perception – and profitability.

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