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**MINETA SAN JOSÉ INTERNATIONAL AIRPORT, IN PARTNERSHIP WITH  
AIRPORT MARKETING INCOME, LAUNCHES NATION'S FIRST FULL SERVICE  
FREE WI-FI MODEL WITH 24-HOUR SUPPORT AND SECURITY**

**SAN JOSÉ, California (May 29, 2008)** –Meeting steadily increasing consumer demand, Mineta San José International Airport (SJC) has partnered with experiential marketing firm Airport Marketing Income (AMI: [www.airport-marketing.com](http://www.airport-marketing.com)), a strategic partner with Clear Channel Airports in their recently awarded advertising contract with SJC, to launch the first free full-service Wi-Fi program, complete with 24-hour customer support and an optional virtual private network (VPN) security, in a U.S. airport. While airports across the country are working to respond to passenger demand for Wi-Fi, SJC is the nation's first to provide a free Wi-Fi model with value-added benefits previously exclusive to fee-based providers. The service goes live today, May 30, 2008.

“Our goal is to make San José’s airport the preferred choice for Silicon Valley business travelers with services that help them be more productive,” said Bill Sherry, SJC director of aviation. “At the same time, we’re optimistic that the new service will create a new revenue stream through advertising or sponsorships that will contribute to the airport’s financial strength.”

This full-service Wi-Fi program leverages the airport’s recent multi-million dollar investment in creating a state-of-the-art network and IT infrastructure and is designed to enhance the passenger experience beyond traditional free Wi-Fi offerings. This breakthrough model offers 24-hour toll-free customer support for assistance in wireless access and usage, and it enables passengers to avoid the potential security concerns of wireless access by activating Hotspot Shield, a free security application from AnchorFree ([www.anchorfree.com](http://www.anchorfree.com)) that establishes a virtual private network (VPN) to keep Wi-Fi secure and anonymous for users.

## AMI AND ANCHOR FREE LAUNCH FREE WI-FI AT SJC

“AMI has ‘cracked the code’ of how to offer free Wi-Fi that doesn’t disappoint, giving a consumers an enhanced airport experience,” said Brad Jersey, president of AMI. “This groundbreaking model incorporates the service features of 24-hour customer support and optional Hotspot Shield VPN security that no other U.S. airport is offering. Equally important, the existing advertising model can be easily adapted to a sponsorship model with numerous activation possibilities, presenting airports with a consistent revenue stream and companies with an opportunity to align their brand with an unparalleled amenity to a highly targeted customer audience.”

In creating this unprecedented Wi-Fi model, AMI developed a team to handle key components. To initially offset expenses for this enhanced passenger service, AMI partnered with AnchorFree, a Sunnyvale, Calif.-based company, to create an incremental revenue stream through interactive advertising services. AnchorFree secures advertisers, whose ads appear in a one inch billboard on the screen after users have accepted the terms of service and have been redirected to the airport’s home page. To provide the value-added customer support, AMI partnered with Canadian-based SR&J Customer Care Call Centres (<http://www.srjgroup.com>), to provide assistance to Wi-Fi users 24 hours per day, seven days a week.

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### **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, Glad, Pepsi Americas, Under Armour and Yahoo!. For more information on AMI, visit [www.airport-marketing.com](http://www.airport-marketing.com).

### **About Mineta San José International Airport (SJC)**

Mineta San José International Airport, a self-supporting enterprise, is owned and operated by the City of San José. SJC served 10.7 million passengers and handled approximately 209 million pounds of air cargo in 2007. SJC has 166 flights a day on 13 domestic and international carriers to 30 nonstop destinations. For more airport information, visit [www.sjc.org](http://www.sjc.org), or call Airport Customer Service at (408) 501-0979. Motorists can also tune their radios to 530 AM within two miles of SJC for current information on airport traffic, parking and security.

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