

SANGSTER AIRPORT PARTNERS WITH INTERSPACE AIRPORT ADVERTISING TO DEVELOP A NEW COMMUNITY SHOWCASE PROGRAM

Visitors to Sangster International Airport will soon get a chance to immerse themselves in Jamaica's hospitality and culture when they arrive at the airport or step from the aircraft, thanks to a new partnership between MBJ Airports Limited and Interspace Airport Advertising International LLC.

Selected by MBJ Airports Limited (MBJ), Interspace is bringing an aesthetic upgrade, visual appeal and new technology to the existing terminal building and new concourse that will give visitors a warm welcome and great first impression of the expanded airport. Interspace is an award winning company that currently handles over 190 airport programs and, as a family business, has been dedicated to Airport Advertising for over 31 years.

Because of the Airport's vital role in tourism and economic development, Jamaican businesses can benefit by reaching key business decision makers and visitors in a world class Community Showcase. The distinctive advertising program created by Interspace will feature state-of-the-art Interspace RevMax technology, Interspace EdgeLit technology that allows passengers to collect information on attractions, advanced displays and scenic wall murals designed to promote Jamaica and its many attractions and businesses. Given the number of visitors who travel through the airport annually (over 3.2 million passengers in 2005), the partnership will create huge new opportunities for local and regional businesses to effectively market to a dynamic group of travelers.

"By highlighting the businesses and attractions of Jamaica, the airport will serve as a friendly welcome for visitors as well as a medium for enhancing the community feeling of pride" says Jim Schaffer of Interspace. "I can't imagine a better way to showcase to travelers what Montego Bay and surrounding areas have to offer by inviting visitors to stay at your property, enjoy an excursion, or entice them to plan a return trip. It's important to make them aware of the many choices, unique scenery and tourist attractions that Jamaica has to offer!"

David Solloway, MBJ's Director of Marketing and airport spokesperson said "Our partnership with Interspace is a very unique opportunity for advertisers to show their products as space will be available to both large and small businesses. The Community Showcase Program will further enhance our commitment to develop and operate Sangster International Airport in a manner, which reflects Jamaican culture and hospitality".

Interspace Airport Advertising has won ten of the thirteen airport advertising awards given over the past seven years by the Airports Council International (ACI-NA), the largest airport organization in North America.