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PRESS RELEASE

CIAA Unveils New Community Showcase & Advertising Programme at Airport

The Cayman Islands Airports Authority (CIAA), on Tuesday, 24th April, in the presence of the Honourable Premier, Mr. W. McKeever Bush and other distinguished guests and members of the airport community, unveiled the Airport's new Community Showcase & Advertising Programme to the media and members of the airport community at an event held in the Customs Arrivals Hall.

At the event, the CIAA announced that this major beautification effort was undertaken as part of its five-year exclusive partnership agreement with Interspace Airport Advertising Grand Cayman Ltd., (IAAGC), to handle the sale, development, implementation and management of the commercial displays. IAAGC is the locally incorporated subsidiary of Clear Channel Airports (CCA), the world's leading marketer of airport advertising. As part of the Agreement, IAAGC will provide an opportunity for local, regional and international businesses to promote their services using state-of-the-art advertising displays, strategically placed in the main passenger and private aircraft terminals. The new advertising mediums include 70" digitally driven, high-definition LCD screens and large format Tension Fabric Displays throughout the terminals.

As a result of this partnership between the CIAA and IAAGC, the arrival experience for visitors to the Cayman Islands has received a major boost. The Airport's Immigration and Customs halls now provides a more welcoming atmosphere and sense of place, which has been created by large format wall wraps. The scenery in the Immigration Hall features a stunning 65-foot image of the world-famous Seven Mile Beach while a much larger breath-taking 147-foot photo composite by renowned photographer Cathy Church, showcases the underwater wonders of our Islands in the Customs Hall.

During his Keynote Address, the Honourable Premier and Minister for Tourism, Finance and Development, Mr. W. McKeever Bush, OBE, JP, extended congratulations to the Cayman Islands Airports Authority and its newest industry partner, Interspace Airport Advertising Grand Cayman Ltd., for what he termed as "the creation of a very warm and welcoming ambiance." "This sense of place at one of our islands' gateways provides a great sampling of the offerings of our tourism product. I applaud the decision by the CIAA to install this magnificent wall mural in the Customs Hall and I also commend Mrs. Cathy Church and her team for the outstanding photography."



The Premier also remarked, “I know that our visitors and residents alike will be amazed by this great sampling of what awaits in the sea surrounding our beautiful Cayman Islands. The imagery is stunningly beautiful and we should all be proud that it graces the walls of this important facility. I trust that it will serve to boost business for local dive operators as I imagine it will entice some visitors, and even residents, who have not yet become qualified scuba divers, to develop a desire to do so in order to experience the underwater world first hand.”

“Equally important, I am pleased to learn that the Authority’s advertising revenues will continue to see much needed growth in the years ahead. I certainly see potential for more growth once the proposed airport redevelopment gets underway. My Ministry certainly appreciates the overwhelming support thus far from the 33 companies, representing a wide cross-section of businesses, who have signed contracts with Interspace. I am confident that this unique opportunity to showcase your products and services in our airport will seek great returns for your companies,” he said as he concluded his address.

“We are extremely excited to engage in this partnership with Interspace,” said Jeremy Jackson, CEO of the Cayman Island Airports Authority. “The airport advertising market is unique and several years ago the CIAA recognised the need to partner with a professional company to assist the Authority with attracting business from organisations whose marketing strategies called for out of the box thinking in respect of their customer reach to realise their marketing strategies. The availability of dynamic new technology and creative displays will help to boost revenues for leading businesses and attractions on the islands, which in turns generates a valuable revenue source to fund our ongoing Airport enhancement projects. We appreciate the obvious confidence that has been portrayed by large local businesses, such as such as Kirk Freeport Ltd. and Camana Bay, who have already signed long-term contracts.”

“The unique displays and technology being introduced at the Owen Roberts International Airport are representative of our ability to offer our customers extensive reach and knowledge,” added Toby Sturek, President of Clear Channel Airports, IAAGC’s parent company. “Through this program, the airport will be further transformed into an innovative, leading attraction for the entire Caribbean business community.”



According to Scott Appnel, Sales Manager of Interspace, “This new platform will accommodate local and international businesses who are targeting the increasing audience of tourists and business travelers to the islands. More than 30 companies in the hospitality, tourism, retail, telecommunications and real estate industries have thus far taken advantage of the opportunity to solidify long-term campaigns around these new marketing platforms.”

About Clear Channel Airports

Dedicated to airport advertising for more than 37 years, Clear Channel Airports is the premier innovator of contemporary display concepts. The Company, a division of Clear Channel Outdoor Holdings, Inc. (NYSE:CCO), the world’s largest outdoor advertising company, currently operates more than 270 airport programs across the globe and has a presence in 32 of the top 50 U.S. markets with major airports. More information can be found on Clear Channel Airports and Clear Channel Outdoor by visiting www.clearchannelairports.com and www.clearchanneloutdoor.com.

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