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CLE Going Places with New Ad Agency

CLEVELAND, July 30, 2009—The Cleveland Airport System (CAS), which includes Cleveland Hopkins International Airport (CLE) and Burke Lakefront Airport (BKL), has selected Brokaw as its advertising agency of record for a two-year term contract. Brokaw, an independent advertising agency with clients ranging from vitaminwater® to the Greater Cleveland Regional Transit Authority, was chosen for its 360° brand messaging approach using both traditional and non-traditional communication channels, as well as the agency's strong online and social marketing capabilities — areas that are taking off with air travelers.

The selection of Brokaw brings fresh creative ideas to the table at an ideal time for the Cleveland Airport System. CAS has introduced numerous customer experience enhancement programs including the implementation of 24-hour curbside valet parking, the CLE AIRMALL® with all new restaurants and stores opening in 2009 - 2010, a new dedicated CLE taxi service. Coming in the future will be a free CLE airport-wide WiFi service, a cell-phone lot, and new parking initiatives.

“Walking through CLE, it’s hard to miss all the progress being made to improve the customer’s experience,” said Airport Director Ricky Smith. “With all that we have planned, I’m pleased we have a partner like Brokaw onboard to help navigate the multitude of communication channels to effectively reach our traveling customers in the Northeast Ohio area.”

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Brokaw is excited about the partnership as well. “Cleveland Airport System has a compelling story to tell customers,” expressed managing partner Tim Brokaw. “Understanding the vision Ricky Smith and his staff have for CLE and BKL, we know the relationship will result in GRT work.”

About CLE

Cleveland Airport System is operated by the City of Cleveland’s Department of Port Control, which includes Cleveland Hopkins International Airport (CLE) and Burke Lakefront Airport (BKL). CLE is Ohio’s premier air service gateway offering 260 daily departures to 80 nonstop destinations including 7 international markets. BKL is Northeast Ohio’s premier corporate and general aviation airfield situated in downtown Cleveland, and is a fully certified FAR Part 139 airport.

About Brokaw

Brokaw is an independent advertising agency that specializes in helping a handful of premier global, national, and regional brands rise above the blah blah. From traditional print campaigns to viral e-mail blasts to a street team of Skinny Santas, Brokaw specializes in solving tough business problems in ways that cut through the media clutter. For more information about the full-service advertising agency located in Cleveland’s Historic Warehouse District, visit brokaw.com.

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