



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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SOUTHWEST FLORIDA INTERNATIONAL AIRPORT COMMUNICATIONS PROJECTS RECOGNIZED AMONG AIRPORTS IN NORTH AMERICA

FORT MYERS, Fla. (Nov. 10, 2008) — Southwest Florida International Airport received three industry awards from Airports Council International – North America (ACI-NA) in the 2008 Excellence in Marketing and Communications Contest. The airport received *First Place: Special Events* for Aviation Day 2007, *Second Place: Customer Service Initiatives* for its “Going Somewhere?” campaign and *Third Place: Aviation Education & Tour Programs* for its community presentation “Making Connections: The History and Impact of Aviation in Lee County.”

The competition, which is held annually, received 300 entries from more than 60 airports of all sizes throughout the U.S. and Canada. The total number of entries encompasses categories that recognize work in public relations, communications and marketing and provides airports the opportunity to be honored for the quality of their work. The 2008 contest judges included 39 communications and marketing professionals in the Washington, D.C.-area.

Aviation Day 2007 was a free, annual event that the Lee County Port Authority hosted for the local community to increase public awareness about the airports and their economic and social impact on the region. The Lee County Port Authority took a more organized, professional approach to marketing and branding the 2007 event which led to increased internal and external participation, recognition and financial support.

The “Going Somewhere?” campaign was developed to proactively educate the community on ways they could make air travel less hectic or stressful, take the mystery out of flying and help customers enjoy their experience at Southwest Florida International Airport. One of the main elements of the campaign was producing a professional brochure that was distributed at the airport and to the community featuring airport and basic air travel information in an easy-to-read format.

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“Making Connections: The History and Impact of Aviation in Lee County,” was a professional, visually-exciting PowerPoint presentation developed to educate citizens and increase awareness of the economic and social impact of air transportation to Southwest Florida. This community presentation has helped promote an understanding of the significance of Southwest Florida International Airport and Page Field General Aviation Airport to the region it serves.

ACI-NA represents local, regional and state governing bodies that own and operate commercial airports in the United States and Canada. ACI-NA member airports enplane more than 95 percent of the domestic and virtually all international airline passenger and cargo traffic in North America. Over 400 aviation-related businesses are also members of the association, which is the largest of the five worldwide regions of Airports Council International.

Southwest Florida International Airport served more than 8 million passengers in 2007 and is one of the top 50 U.S. airports for passenger traffic. No ad valorem (property) taxes are used for airport operation or construction. For more information, log onto www.flylcpa.com.