



PRESS RELEASE

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FOR IMMEDIATE RELEASE

MERIDIAN LAUNCHES ADVERTISING CAMPAIGN

Teterboro, NJ, January 12, 2012 – On Sunday, January 8, 2012, Meridian Air Charter launched its first ever radio campaign on WCBS 880AM. The campaign will run continuously throughout the first quarter of this year, consisting of one 60-second and two 30-second ad spots.

The radio ads will air for two consecutive weeks from Sundays through Thursdays during January, February, and March. The ads, which are read by WCBS 880 news anchors Steve Scott and Wayne Cabot, will be rotated throughout the campaign.

The campaign is targeted to those people who currently fly with commercial airlines, but who should consider business aviation as an alternative way to become more efficient. “We felt that radio advertising was a great way to promote the benefits of on-demand charter, a service that Meridian has been providing for over 25 years. There are a lot of business professionals out there who are looking to squeeze more productivity from their business travel, and we offer a solution to help meet their goals”, said Kirk Stephen, Marketing Manager at Meridian.

About Meridian:

Meridian is a full-service, private aviation company based in Teterboro, NJ, located just minutes from New York City. The company has earned numerous industry awards and accolades for its outstanding service and state-of-the-art facility. Meridian owns and operates businesses that include Aircraft Management, Aircraft Maintenance, Air Charter, and a world-class Executive Terminal / FBO that was completed in 2006.

For more information, please visit our website at www.meridian.aero or call us at 201-288-5040.

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