ATLANTIC CITY WOOS CHICAGOLAND AND HOUSTON WITH $1 MILLION AD CAMPAIGN, MEDIA & MEETING PLANNER EVENTS AND FAM TRIPS TO AC

ATLANTIC CITY, NJ (April 1, 2014) – The Atlantic City Alliance (ACA) in partnership with the Casino Reinvestment Development Authority (CRDA) is launching a multi-faceted marketing campaign to promote new nonstop air service to the year-round seaside destination from Chicago and Houston aboard United Airlines. The ACA will utilize a wide array of earned and paid media, including a $1 million advertising campaign, to support the new service, which launches today.

In Chicago, the ACA and CRDA are purchasing platform dioramas at Union Station and Ogilvie Station in downtown as well as outdoor advertising along I-294 south of Foster beginning the middle of this month. During the same period, the ACA and CRDA will begin leveraging 11-week radio buys at multiple prominent Chicago radio stations: WTMX-FM, WDRV-FM and WVAZ-FM.

The ACA and CRDA are also hosting special events for Chicago-based media and meeting planners to showcase Atlantic City's many offerings. The events, which will be attended by Atlantic City Mayor Don Guardian and key marketing and convention personnel, will include live entertainment from *Legends in Concert* performers Lady Gaga and Liza Minnelli.

In Houston, the advertising buy will include 11-week radio buys at KODA-FM and KKBQ-FM and 20 weeks of outdoor advertising at North Belt and Hwy 59 SW. Additionally, the ACA will sponsor a months-long series of FAM tours for Houston area media to visit Atlantic City and experience the destination's many attractions first-hand.

The ACA and CRDA are also promoting the destination among United passengers traveling to other markets via buys in the airlines in-flight publication *Hemispheres* and through a three-minute in-flight video. Additional display, search, social and digital buys will be made with outlets such as TripAdvisor, Expedia, Kayak, Priceline, Google, Bing and Facebook.

ExpressJet will operate the flights as United Express using 50-seat Embraer ERJ-145 regional jets.

Daily nonstop will depart Chicago O'Hare International Airport at 8:10 a.m., arriving at Atlantic City International Airport at 11:17 a.m. Return flights will depart Atlantic City daily at 11:52 a.m. and arrive in Chicago at 1:10 p.m. From Houston, United's flight to Atlantic City will depart at 7 p.m. daily, arriving at 11:20 p.m. The return flight will depart Atlantic City at 6 a.m. and arrive in Houston at 8:49 a.m.

About Atlantic City
From sandals to stilettos and foie gras to funnel cakes, Atlantic City offers something for everyone. Enjoy world-class entertainment, dining, shopping, gaming, relaxing on the beach and strolling the historic Boardwalk in the city created to escape the city. For more information visit www.doatlanticcity.com or:

- Facebook – www.facebook.com/DOAtlanticCity
- Twitter – www.twitter.com/VisitAC
- YouTube – www.YouTube.com/DOAC
- Foursquare – www.foursquare.com/VisitAC
- Instagram – www.instagram.com/DOAC
- Pinterest – www.pinterest.com/DOAtlanticCity
- Twitter for Media Only – www.twitter.com/VisitACpress

The Atlantic City Alliance was established in 2011 as a private, not-for-profit corporation whose primary mission is to develop and implement a full-scale, broad-based, multi-year marketing program for Atlantic City.

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