



Press Release
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Emerald Media Expands Global Capabilities with New Marketing Alliance

Strategic alliance with Canadian based Seefeld Group offers clients enhanced service

Just weeks before this year's NBAA, Emerald Media, the UK-based boutique aviation PR and communications business today announced it has formed a strategic alliance with Montréal, Canada-based Seefeld Group. Emerald Media specialises in media communications for the EMEA region and from the US with partner Emerald Media USA, whilst Seefeld Group's expertise is in international marketing and the aerospace sector. The new relationship will see the partners providing international clients with a single source for all marketing, branding and communications activities and offer an enhanced service including full public relations campaigns, market research, business development, media planning and marketing strategy.

"Emerald Media focuses on creating and implementing strategic communication plans on behalf of its international client base, whilst Seefeld Group's expertise is in developing and executing marketing plans. This makes for a complementary fit and underpins our decision to form this alliance," commented Alison Chambers, Principal of Emerald Media. "As we mark our 20th year in 2013 we will now be able to offer clients a wider range of PR and strategic marketing services, which in an increasingly competitive environment, adds real value."

Charles Porteous, President of Seefeld Group commented, "We have known Emerald for a while and look forward to leveraging their extensive international network of aviation media contacts to offer clients an even greater depth of service. Montréal is a growing and world leading hub for the aerospace industry that rivals Seattle and Toulouse. The addition of Emerald Media as an alliance partner is a next logical step for Seefeld Group's growth, and will further enhance our existing global marketing and PR capability for the benefit of both local and international clients."

Joint support for the African Business Aviation Association

Seefeld Group and Emerald recently started work on their first joint project which will come to fruition at this year's National Business Aviation Association (NBAA) Annual Meeting and Convention in Orlando, to be held from October 30 through November 1. The client, the African Business Aviation Association is seeking a full brand identity creation, and a plan for marketing strategy and PR to support its growth. With key stakeholders based in Montréal, Europe and Africa, the association perfectly reflects the needs of the client and demonstrates the benefits of the transatlantic alliance. Looking to the future there are plans to approach new customers as a single team to offer either project work or collaboration on an ongoing basis.

Emerald Media – in the UK and USA - already has a network of alliance partners globally, with associates in the Middle East, Australia and Asia. The new Seefeld Group arrangement will add another strong partner to the expanding network.

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Further Media Information

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About Emerald Media

Emerald Media was founded in 1993 and offers the aviation market a full range of Public Relations services. Run by former aviation journalist Alison Chambers and with an international team, Emerald brings the necessary expertise to a range of international clients from Budapest Airport to Vueling Airlines and Alison Price on Air to AMAC Aerospace. Together with its international partners and its US office run by Kelly Murphy, Emerald offers pro-active communications solutions and a genuine interest in, and an understanding of, the aviation industry. Emerald Media is a member of APRO, the Airline Public Relations Organisation and a member of BACA.

www.emeraldmedia.co.uk

About Seefeld Group

Founded in 2005, Seefeld Group is a Montréal, Canada based marketing agency bringing together world class expertise to assist clients define, launch, and sell their products and

services in the global market place. Headed by former international aerospace marketing executive Charles Porteous with the support of key alliance partners, Seefeld Group works with clients, both in North America and overseas, in the fields of marketing research, strategy, market development, customer satisfaction, branding, PR and media buying, among others. The company's client base includes companies and organizations in aviation, aerospace, manufacturing, business services, and consumer products.

www.seefeldgroup.com.