

January 27, 2009

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For Immediate Release

Emirates and ISM Hailed as Best of the Best in Travel Advertising

Named "Best of Show" in world's biggest and oldest travel advertising and marketing competition.

Boston, MA. -- With some of the world's largest agencies looking on, it was an independent shop from Boston that dominated this year's Adrian Awards competition. ISM was named the event's big winner, taking home the "Best of Show" and capturing the highest total awards in the competition that recognizes the most outstanding advertising and marketing in the travel and tourism industry.

ISM won "Best of Show" for its Emirates work that successfully introduced the global airline's non-stop service between Houston and Dubai.

In addition to the "Best of Show Award," ISM won a Platinum Award for its Emirates campaign and 31 Gold, Silver and Bronze Awards for work the agency had done for Emirates, America Express, Barbados, Best Western and Four Seasons Hotels and Resorts.

Organized by The Hospitality Sales and Marketing Association International (HSMAI), this annual competition is over 50-years old and today attracts over 1,200 entries from nearly 40 countries. The awards were presented at New York City's Marriott Marquis with close to 1,000 industry leaders in attendance.

ISM's highly effective Houston campaign took the concept of non-stop service to new levels as it highlighted the idea that everything about Dubai and the airline were non-stop. The effort included print, online, ambient and the creation of the "Emirates Snow Spectacular" in the Houston Galleria, where the holiday-inspired message, "Non-stop joy." was projected onto the Galleria's indoor skating rink under falling artificial "snow."

"To compete against a who's who of leading hotels, airlines, cruise lines and destinations and emerge on top is very gratifying," said Gary Leopold, President and CEO of ISM, "But great work is only possible if you have a client that encourages and supports new ideas and we're very grateful to have such a client in Emirates."

ISM specializes in problem-solving and forward-thinking marketing and advertising for the travel and lifestyle industries. Founded in 1984 as a consulting firm, the agency has evolved into a premier full service advertising and marketing agency that provides services to market leaders like Barbados, Disney, Four Seasons Hotels and Resorts, Abercrombie & Kent, American Express, Harley-Davidson, Hong Kong and many others.

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