



Rabobank signs agreement to advertise on air bridges

Press Release

Amsterdam Airport Schiphol, 1 February 2010

Amsterdam Airport Schiphol and Rabobank recently signed an agreement that will grant Rabobank the exclusive right to advertise on Schiphol's ninety air bridges. As a result of the agreement, Rabobank advertisements will be prominently featured on both the interior and exterior of the air bridges for a period of two years. The advertisements are already featured at various piers and will be on display on all passenger bridges within several weeks.

Gary Mey, Schiphol Media Sales Director: "We are extremely pleased to have found a new partner in Rabobank with similar brand values as Amsterdam Airport Schiphol. As a Dutch company with international ambitions, Rabobank will be able to effectively communicate and convey its authoritative position and its ambitions using Schiphol as a cross-media platform."

Chris Abbenhuis, Director of International Services: "With offices in over 46 countries, Rabobank is a bank with international influence and ambition. Dutch companies with international operations can rely on Rabobank's overseas network. Amsterdam Airport Schiphol offers an extraordinary level of international dynamism, which makes it a highly interesting location to communicate with our target group."

Schiphol Media operates and manages the advertising facilities at the Schiphol terminal, airport grounds and surrounding road network. Schiphol Media is currently also developing new media solutions to lease to its customers. Our objective is to make optimum use of the limited advertising space at the airport. Where possible, the objects will be made dynamic through measures such as the application of digital screens.

Note to the editor:

For more information call or email Corporate Communications & Public Affairs at +31(0)20-601 2673 or send an email to press@schiphol.nl. For more information on advertising at Schiphol, please call Gary Mey, Schiphol Media Sales Director at: +31(0)20-601 45 37 or send an email to: MEY_G@schiphol.nl

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