



Prestige Media Incorporated

## FERRYBOAT MEDIA NETWORK NEWS

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### **Exterior-Vessel Signage Available for First Time on Chicago River**

**MONTVALE, NJ (December 14, 2011)** – Prestige Media, Inc. is making available exterior signage on the vessels operated by Wendell Boats, leading operator of tour boats on the Chicago River and Lake Michigan.

This signage will be available on three individual panels (3.5' high x 4' wide) on the rear-section of Wendella Tour Boats' 'Wheel House' – in full view of top-deck passengers and viewable from the city streets paralleling the Chicago River.

"Although vessel-interior advertising positions are available, this is the first time exterior-vessel signage has been offered to advertisers," says Richard Conti, vice president of Prestige Media, Inc. "This is significant primarily because of the lack of options available for Advertisers to impact the millions of residents, commuters and tourists who frequent Chicago's downtown each year."

Downtown Chicago suffers from the lack of advertising options. The situation was alleviated somewhat three years ago by the introduction of illuminated rooftop advertising on Chicago taxi cabs. But to many observers, Chicago's advertising options still fall short in comparison to the volume of advertising options in the downtown areas of other major cities.

#### **About Wendella Boats**

Wendella Boats is Chicago's foremost tour boat operator. The company operates boats on the Chicago River and Lake Michigan from March to November – and 'Chicago Water Taxi' – a commuter service with scheduled stops from Chinatown to Michigan Avenue. This service runs year-round with the exception of the winter months, when ice clogs the river.

#### **About Prestige Media Inc.**

Prestige Media Inc. offers advertisers positions on Automobile Ferryboats, passenger-only Commuter Ferries and High Speed Ferryboats in major-metro areas throughout the country: East Coast Ferryboat Media is available in Boston, New York, Philadelphia, Washington DC and Southern Florida. Midwest Ferryboat Media is available in Pittsburgh, Cincinnati, and Chicago. West Coast Ferryboat Media is available in Seattle, San Francisco and Los Angeles.

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