

FOR IMMEDIATE RELEASE

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Ohio Tourism Division Awards Multicultural Marketing Contract

COLUMBUS, Ohio - Lieutenant Governor Lee Fisher today announced that Singleton & Partners, Ltd. (Cleveland) has been awarded a two-year contract to market Ohio's tourism experiences to multicultural audiences. Singleton & Partners, Ltd. was selected via an RFP (Request for Proposal) process conducted by the Ohio Department of Administrative Services on behalf of the Ohio Tourism Division.

"Our multicultural marketing effort is extremely important in reaching out to some of the fastest growing populations in Ohio and in the nation," said Lt. Governor Lee Fisher, who also serves as Director of the Ohio Department of Development. "We look forward to partnering with Singleton, an innovative and creative agency, that we feel can take this program to the next level of success."

"Ohio's multicultural initiative will direct messages to Ohio's African-American and Hispanic populations through a variety of media including print publications, Internet and radio," said Alicia Reece, Assistant State Tourism Director and lead on the State's multicultural tourism marketing effort. "The target audience for this initiative has available disposable income and clearly demonstrates high interest in visiting friends, family, major cultural events and attractions."

Advertising and other promotional efforts will drive visitors to the Division's Multicultural Web site featuring information on the State's immense variety of ethnic, cultural, arts, music, dining, shopping, nightlife and sports experiences. A 48-page booklet titled "Multicultural Excursions" was launched in July 2007, and remains available to consumers.

"We are very excited to add Singleton Partners to our team of excellent marketing agencies including Fahlgren Mortine Public Relations and Ron Foth Advertising," said State Tourism Director Amir Eylon. "Their written RFP response and presentation to the review committee showed their knowledge of and passion for helping us get Ohio's tourism message out to the multicultural market."

The minority travel market is a \$90 billion industry according to the Travel Industry Association of America. Estimates from the U.S. Census Bureau indicate the country's minority population has surpassed 100 million. Ohio's black population is the 11th largest in the country at 1.4 million, and the State's Hispanic population is estimated to be 268,000. Ohio African-Americans represent nearly 12 percent of the statewide population and in some markets encompass more than 50 percent of the local community.

About Singleton & Partners, Ltd.

Singleton & Partners is a full-service marketing firm committed to creating partnerships between mainstream America and its many diverse communities. With offices in Cleveland and Chicago, they help clients connect with women, African-Americans, Asian-Americans and Hispanics and other multicultural audiences. Their experienced professionals develop innovative marketing plans tailored to reach each unique audience. Singleton & Partners is certified as a Small Business Enterprise (SBE), Minority Business Enterprise (MBE) and Encouraging Diversity Growth & Equity (Edge) business.

About the Ohio Tourism Division

The Ohio Tourism Division is the premier source of information for travelers and media about Ohio's vibrant tourism experiences, attractions, and economy. Division marketing programs contributed to an estimated \$33.7 billion in visitor spending in 2006 and 560,000 full-time equivalent tourism industry jobs. A part of the Ohio Department of Development, the Division's mission is to promote and celebrate Ohio's unique travel opportunities and market the State's outstanding quality of life.

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