



CAROLYN IZZO INTEGRATED COMMUNICATIONS

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CONTACT: Cynthia Roberson
Carolyn Izzo Integrated Communications
845/358-3920 x14
croberson@ciicnews.com

**CIIC AND MARKETPLACE DEVELOPMENT PARTNERSHIP TAKES FLIGHT TO MAKE
LAGUARDIA AIRPORT'S CENTRAL TERMINAL A TOP TRAVEL GATEWAY**

Trend-Setting PR Agency Joins Forces with Top Airport Real Estate Development Firm

Nyack, NY (May 30, 2007) -- Carolyn Izzo Integrated Communications (CIIC) announced today that it has been contracted to launch a high-profile public awareness campaign on behalf of MarketPlace Development, a dynamic retail development and management company committed to offering travelers quality, variety, value and ease of travel when they visit the Central Terminal Building at LaGuardia Airport.

CIIC will begin its campaign for MarketPlace Development by launching a media and creative campaign that will position MarketPlace Development as leaders in the airport food and retail industry. Says Carolyn Izzo-Feldman, CIIC's president, "The focus of MarketPlace Development's work is to improve the offerings of dining and shopping options for travelers at LaGuardia Airport's Central Terminal Building. MarketPlace Development has made great strides in redeveloping the terminal to provide travelers a varied array of fine retail and eatery locations that have made LaGuardia Airport a premiere travel portal. Creating public awareness campaigns and special events to coincide with their activities will be a great privilege."

"Having a strong background in the travel & hospitality, architecture & design, food & beverage, and retail industries, made CIIC a natural fit for MarketPlace Development's PR program," says Lillian Tan, Vice President and General Manager of MarketPlace Development. "CIIC's reputation precedes itself. When we began the redevelopment of the Central Terminal Building, our goal was to create a leading airport retail and dining program that would afford travelers an incredible experience. Because of their knowledge and ability, our partnership with CIIC will enable us to excel at this goal."

MarketPlace Development is the private partner with The Port Authority of New York and New Jersey in the \$18 million, 46,000-square-foot redevelopment of the food and retail program at the Central Terminal Building, the largest of LaGuardia's four terminals. A versatile retail development and management company, MarketPlace Development is responsible for the over 38 airport retail and more than 29 dining locations in the Central Terminal Building at LaGuardia Airport in Flushing, NY.

Based in Nyack, NY, CIIC designs and implements dynamic and comprehensive public relations and marketing programs for national and international clients in the fields of travel & hospitality, wellness & beauty, food & beverage, new products, and architecture and design, among others. Integrating public relations and marketing activities to specifically meet the needs and goals of each individual client and maintaining a stellar staff of executive level professionals, has ensured a roster of long-standing and satisfied clients.

For more information on MarketPlace Development visit www.marketplacedevelopment.com. For press materials and photography, contact Cynthia Roberson, at croberson@ciicnews.com or 845/358-3920 x14.

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