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September 10, 2009

**CONTACT:** Hank Ernest, IMAGES USA  
404-892-2931, ext. 242

## **IMAGES USA SIGNS 3-YEAR CONTRACT WITH AMTRAK MULTIMEDIA, GENERAL MARKET CAMPAIGN TO LAUNCH IN THE FALL**

**Atlanta, GA** – IMAGES USA, a national marketing communications agency, announced today it has signed a 3-year contract with Amtrak to continue providing a broad range of strategic advertising and related services.

After a competitive review, Amtrak has contracted with Atlanta based IMAGES USA to create multimedia campaigns targeting the general market, along with media buying, public relations and promotional programs. The full campaign developed by IMAGES is scheduled to launch in targeted markets in the Midwest and Southeast in the fall.

"The Midwest/Southeast marketing team is excited about continuing our relationship with IMAGES USA," said Amtrak Chief Marketing Officer David Lim.

"We will leverage our many years of Amtrak and travel industry marketing experience to drive brand awareness, ridership and revenues for Amtrak Midwest/Southeast," said Bob McNeil, IMAGES Founder and President. "We love the brand, and we want to make Amtrak the first choice for business and leisure travel across the United States."

### **About IMAGES USA**

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES USA offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency's client roster includes Amtrak, Sara Lee, AARP, Glory Foods, International Speedway Corporation, Brown-Forman, LifeLock, Teach for America, and Scientific Games. The agency currently ranks No. 6 on Black Enterprise Magazine's list of Black owned advertising agencies. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at [www.imagesusa.net](http://www.imagesusa.net).

### **About Amtrak**

Amtrak has posted six consecutive years of growth in ridership and revenue, carrying more than 28.7 million passengers in the last fiscal year. Amtrak provides intercity passenger rail service to more than

500 destinations in 46 states on a 21,000-mile route system. For schedules, fares and information, passengers may call 800-USA-RAIL or visit [Amtrak.com](https://www.amtrak.com).