

## EYE strengthens airport coverage in Queensland

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SYDNEY – EYE announces two more successful contract wins at Cairns and Sunshine Coast Airports this week.

The two airports further extend EYE's already strong national coverage of domestic and international terminals and extend their footprint across the Queensland region.

As part of the renewed partnership, external signage will be built at Sunshine Coast Airport, while Cairns Airport will undergo a total transformation of internal and external signage, including the installation of a large Landscape Digital site. Cairns Airport is one of Australia's leading regional airports, and sees over 3.8 million passengers pass through each year.



“Cairns Airport is a unique environment. Over 3 million visitors pass through our domestic terminal every year – and over 600,000 through our international terminal” said Kate McCreery Carr, General Manager Commercial and Terminals at Cairns Airport. “We look forward to continuing our partnership with EYE as we work together to provide a range of attractive advertising opportunities across Cairns Airport that reach the great majority of our passengers and other airport users everyday”.

Robbie Dery – General Manager, Eye Fly Australia & New Zealand commented: “These contract renewals recognise EYE's commitment to develop and present unparalleled opportunities to advertisers. These airports provide premium advertising opportunities for local and national advertisers alike to communicate with the millions of leisure travelers that travel through each year. The partnerships follow the redevelopment of seven new sites on Moreton Drive, the major access road to Brisbane Airport including the largest external airport site in Brisbane, as well as more recently, the renewed advertising rights at Melbourne Airport which for the first time include the airport external sites.” ###

### About EYE

EYE is an international Out-of-Home advertising company specialising in airport, retail, roadside and university media. Connecting leading brands with active consumers, EYE's media reaches large-scale audiences throughout their daily journeys. Eye Corp Pty Ltd is a wholly owned subsidiary of Ten Network Holdings Limited, a publicly listed company which also operates Network Ten, the broadcaster of Australian free-to-air channels ONE, TEN and ELEVEN.

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