

JAMAICA

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RUDER FINN, INC. PRESENTS “NEXT GENERATION OF GENIUS” TO TOURISM PARTNERS IN JAMAICA

***Jamaica Tourist Board’s Public Relations Agency
Brings Successful “Genius of Jamaica” Campaign to Life***

KINGSTON, JAMAICA – April 29, 2007 – Ruder Finn, Inc., the Jamaica Tourist Board’s (JTB) public relations agency of record in The Americas, traveled to Jamaica to present the exciting next phase of its “Genius of Jamaica” campaign to more than 100 travel and tourism partners. The presentation, entitled, “Jamaica: The Next Generation of Genius,” builds upon the highly successful “Genius of Jamaica” campaign from the past three years. The presentation took place on Sunday, April 29 during the Jamaica Product Exchange (JAPEX) at Sunset Jamaica Grande in Ocho Rios.

“We are excited to share the results of the outstanding Genius of Jamaica Campaign, along with plans to elevate the campaign to the next level,” said Basil Smith, Director, Jamaica Tourist Board. “We hope our valued travel and tourism partners will continue to work with the Jamaica Tourist Board to make the Next Generation of Jamaica even more successful.”

The “Genius of Jamaica” campaign generated more than one billion media impressions over its first three years, valued at more than USD\$65 million. The NextGen program builds upon the already proven platform, bringing each Genius of Jamaica to life through a “NextGen” Ambassador. The presentation on Sunday featured three live Ambassadors: designers Mark McDermoth and Karl Williams from Uzuri International, along with Donovan Reid, pastry chef at Sunset Jamaica Grande.

The NextGen campaign has several exciting events already lined up for the coming months, including major promotions with Dunkin Donuts, Friendly's Restaurants, Baskin Robbins, and next year with Beacon Street Girls, a popular book series for young girls. Additionally, NextGen Ambassador Orrett Rhoden will play his first solo piano recital at New York's famous Carnegie Hall in May, and performing group ASHE will appear at the popular Folkmoot USA festival, all of which will be promoted through Ruder Finn's NextGen campaign.

Ruder Finn, Inc. was retained by the Jamaica Tourist Board (JTB) to represent the tourism agency in The Americas for three years, beginning February 1, 2007. The Agency has represented the JTB since 2003.

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The Jamaica Tourist Board was declared the Caribbean's Leading Tourist and Convention Bureau by the World Travel Awards (WTA) for 2006, while Jamaica has earned the WTA's vote as the World's Leading Cruise Destination, the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Düsseldorf, Barcelona, Rome, Amsterdam and Tokyo.

Details of upcoming special events, attractions and accommodations in Jamaica are posted on the Jamaica Tourist Board's Web site at www.visitjamaica.com. To book a trip to Jamaica please contact a travel agent or call the Jamaica Tourist Board toll-free at 1-800-233-4JTB (1-800-233-4582), 305-665-0557 or go to www.visitjamaica.com.

For questions regarding the new U.S. passport requirements for travel to the Caribbean, please go to www.travel.state.gov. For more information on Jamaica's Passport to Rewards Program, please go to www.visitjamaica.com/rewards.

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