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Contact: Marguerite Brophy
VP, Communications Strategies
RJ Palmer Media Services
917-344-5306

UNIVERSAL ORLANDO RESORT AND RJ PALMER

New York, December 1, 2009 – RJ Palmer today announced that it would be handling media planning and buying for Universal Orlando Resort, which has created some of the world's most innovative theme park attractions based on pop culture's most compelling films and stories.

"Clients need an agency partner that gets it, is effective and has the service model to meet their primary objective - a return on investment," said Peter Knobloch, RJ Palmer's Chief Executive Officer. "We are very excited to be representing such an innovative entertainment company that continues to build upon their great theme park experience for attendees that come from around the globe."

"The time was right to secure an agency partner that could service our media needs in a more focused way and further distinguish our brand as the ultimate resort entertainment experience" said Kurt Kostur, Senior Vice President, Marketing for Universal Orlando Resort. Mr. Kostur and Jennifer Adamson, Director of Media Promotions cited RJ Palmer's concentration of senior level management attention, including CEO, Peter Knobloch and President, Jim Vail. In addition, RJ Palmer's network relationships, in combination with their competitive analytics system were cited as the primary reasons for their decision.

About RJ Palmer

RJ Palmer is a full service advertising agency headquartered in New York. It is privately held with billings in excess of \$645 million. Palmer provides strategic insights, TV, Print, OOH, Radio and Online media planning and buying as well as branded entertainment and corporate barter. The website is www.RJPalmer.com.

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If you would like more information about RJ Palmer, or to schedule an interview with Peter Knobloch (CEO), please contact Marguerite Brophy at 917-344-5306 or email Marguerite at MBrophy@rjpalmer.com