

MEDIA RELEASE - 15th SEPTEMBER 2008

**SEALINK LAUNCHES TV CAMPAIGN
TO CO-INCIDE WITH NEW HOLIDAYS BROCHURE**

SeaLink last night launched their first ever television marketing campaign for Waiheke Island, reinforcing their ongoing commitment to the island's tourism market.

"It's been in the planning stages for some time" said general manager Donna Gauci today "Waiheke Island is coming of age in a tourism sense – there is a much broader range of things to do, providing all the more reason for visitors to bring their cars."

The campaign, screening on television channels TV1 and TV2 will run until Labour Weekend, supported by radio and press advertising. SeaLink expects it will encourage people to start planning their summer holidays now and choose Waiheke Island as their holiday destination. "It's been a quiet winter for everyone. We're pleased to be not only driving business for ourselves but also for the island in general and particularly those businesses that we work directly with in the marketing of our holidays programme."

The marketing team at SeaLink has also just launched the company's new website and the fourth edition of the SeaLink Holidays brochure is being released this week, all timed to coincide with the television campaign.

"We're looking forward to a busy summer" said Mrs Gauci – "we continue to invest so that we can maximise all tourism opportunities for Waiheke Island."_ SeaLink's 2008/9 Holidays brochure can be viewed online or ordered from www.sealink.co.nz

ENDS

For more information please contact

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