



MEDIA ADVISORY

GREATER TORONTO AIRPORTS AUTHORITY

MEDIA ADVISORY – AIRPORT BRANDING CAMPAIGN LAUNCH

March 3, 2008

The Greater Toronto Airports Authority (GTAA), HSBC Bank Canada and Clear Channel Outdoor invite members of the media to the Canadian launch of one of the world's most extensive airport branding campaigns directed at the 31 million annual users of Toronto Pearson International Airport. In attendance at the event for comments and questions will be Lindsay Gordon, President and CEO, HSBC Bank Canada, Lloyd McCoomb, President and CEO, GTAA and John Jory, President, Clear Channel Outdoor Canada.

Location: Toronto Pearson International Airport
Terminal 3 – Departures Level, Grand Hall
GTAA Information Booth – across from 300 series check-in counters and adjacent to Cookies By George

Date: Tuesday, March 4, 2008

Time: 1:15pm – please be on time as security passes must be issued.

Please bring valid photo identification and do not carry liquids, gels, aerosols or sharp objects as security screening will be required to attend the event.

Contact: GTAA Media Office (416) 776-3709