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CONTACT: Hank Ernest, IMAGES USA

404-892-2931, ext. 242

IMAGES USA INKS 5-YEAR EXTENSION WITH AMTRAK TO PROVIDE GENERAL MARKET AND MULTICUTURAL MARKETING EXPERTISE

IMAGES USA Named Multicultural and General Market Agency of Record for Amtrak East

Atlanta, GA Nov. 8, 2007 – IMAGES USA, a leading multicultural marketing communications agency, today announced they have been awarded an unprecedented five-year contract extension by Amtrak to provide a variety of marketing services with the goal of increasing ridership in both the multicultural and general marketplace.

Following a competitive review, Atlanta based IMAGES USA has been contracted by Amtrak to provide creative services, media placement, promotions, special events and public relations for the railroad's long distance service, regional trains in the East, and its premium *Acela Express* service. IMAGES will create new print, radio and online campaigns for the railroad company which target African Americans and Hispanics nationally, and now the General Market for Amtrak East.

"Amtrak is pleased to continue its relationship with Images USA," said Darlene Abubakar, Amtrak's Director of Brand Advertising and Sales Promotion. "By choosing to award a five-year contract, our goal is to provide a level of continuity that will result in even more success in growing our ridership and revenue."

"Amtrak provides a high quality, full-service and family-friendly travel experience in a comfortable and less stressful environment at a reasonable price," said IMAGES USA President and CEO Bob McNeil. "Utilizing that message, our goal is to increase ridership and revenues by making Amtrak the first choice for business and leisure travel."

About IMAGES USA

IMAGES USA is a leading full-service multicultural marketing communications agency headquartered in Atlanta, Georgia. Founded in 1989, IMAGES offers marketing expertise to clients wanting to reach, motivate and influence African-American, Hispanic and Asian consumers. The agency's client roster includes America Online (AOL), Amtrak, Cardinal Health, FedEx, International Speedway Corporation, Georgia Lottery, Hillshire Farm, National Black Arts Festival, Proctor and Gamble and Wachovia. Additional information on IMAGES USA, including award-winning work and recognitions, can be found at www.imagesusa.net.

About Amtrak

Amtrak provides intercity passenger rail service to more than 500 destinations in 46 states on a 21,000-mile route system. For schedules, fares and information, passengers may call 800-USA-RAIL or visit Amtrak.com now [En Espanol](#).