



**SECURITYPOINT MEDIA , WITH AMERICAN ADVERTISING FEDERATION (AAF),
LAUNCHES NATIONAL AD CAMPAIGN AGAINST DISTRACTED DRIVING ON JUNE 3
USING A UNIQUE ALTERNATIVE MEDIA PLATFORM – AIRPORT SECURITY BINS**

**ZAPPOS.COM To Be Exclusive Sponsor Of SecureTray® in Airports across the U.S.
Featuring Winning Ad Campaign from 2ND Annual “Champion a Cause” Creative
Challenge**

**Distracted Driving Ad Campaign Unveiled Today, June 2, at
ADMERICA! 2011, AAF’s national conference in San Diego**

St. Petersburg, Fla. – June 2, 2011 – Beginning tomorrow, Friday, June 3, air travelers across the country will be reminded of the dangers of distracted driving through a new and uniquely placed national ad campaign launched by [SecurityPoint Media](#), the leader in airport passenger security checkpoint advertising, its partner, American Advertising Federation (AAF) and sponsored by Zappos.com. The national ad campaign, featuring winning creative from the 2nd annual “Champion a Cause” Creative Challenge, was unveiled today at ADMERICA! 2011, AAF’s national conference in San Diego.

Zappos.com, a leading destination in online apparel and footwear sales, is the exclusive sponsor of the “Champion a Cause” Creative Challenge for the second consecutive year. The company, which offers a range of mobile apps for the Zappos consumer, recognizes distracted driving as a serious problem.

“Distracted driving is such a huge problem that is so easy to fix,” said Aaron Magness, Senior Director of Brand Marketing and Business Development for Zappos.com. “We hope this campaign helps raise awareness and save lives.”

“When we conceptualized ‘Champion a Cause’ two years ago, our goal was simple: Bring a clear voice to an important cause and speak to the hard-to-reach demographic of air travelers and frequent fliers – influentials that are early adopters and trendsetters,” said [Joseph Ambrefe](#), CEO, SecurityPoint Media. “Distracted driving was a perfect fit this year because our national media network reaches mobile consumers in one of the few places they’re guaranteed to be without a smartphone – the airport security checkpoint.”

The 2011 “Champion a Cause” Creative Challenge invited the nation’s top advertising, marketing and media experts to design an airport security bin advertisement targeting adults who text and drive. The winning creative was submitted by bfw Advertising agency’s Paul

Amelchenko, Juan Agosto and Pete Carrara. The professional judging panel included: Steve Pacheco, Director of Advertising, FedEx; Susan Credle, Chief Creative Officer, Leo Burnett; Jonathan Perelman, Industry Relations Manager, Google; and Aaron Magness, Senior Director, Brand Marketing and Business Development, Zappos.com.

For more information please visit www.securitypointmedia.com.

About SecurityPoint Media

SecurityPoint Media is the leader in airport passenger security checkpoint advertising and the innovator of the SecureTray System®. This integrated system provides an end-to-end solution to improve efficiencies in the security screening process, while delivering a high-impact advertising opportunity. The innovative alternative media platform offers advertisers exclusive brand building and messaging at airports through strategically placed ads within passenger screening checkpoints. The SecureTray network is available in 26 major markets, with additional locations rolling out each month. SecureTray System has been tested and evaluated by the TSA and the National Safe Skies Alliance and validated with successful implementation and ongoing success at major US airports, reaching over 1 million individuals each day. For more information about SecurityPoint Media please visit www.SecurityPointMedia.com

About the American Advertising Federation

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the "Unifying Voice for Advertising." The AAF is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 225 college chapters, the AAF provides 7,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has nearly 100 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations. For more information, visit the AAF's website at www.aaf.org.

About Zappos.com

Established in 1999, Zappos.com, operated by Zappos Development, has quickly become the leading destination in online apparel and footwear sales by striving to provide shoppers with the best possible service and selection. The Zappos Family generates gross merchandise sales exceeding \$1 billion annually. Zappos.com currently showcases millions of products from over 1000 clothing and shoe brands. Zappos.com, Inc. was recognized in 2009, 2010 and 2011 by FORTUNE MAGAZINE as one of the "100 BEST COMPANIES TO WORK FOR". Zappos.com is also proud to be named a J.D. Power 2011 Customer Service Champion and is only one of 40 companies so named in the U.S. More information about the customer service philosophy, unique culture, and job openings can be found at <http://about.zappos.com>. More information about Zappos Insights, and its business membership program can be found at <http://www.zapposinsights.com>.

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