



Airship Ventures

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Airship Ventures Announces Second Advertising Partner; *Eureka* Unveils a New Look *23andMe® Introduces Research Revolution Integrated Marketing Campaign*

MOFFETT FIELD, Calif., June 24, 2009 – Today, the Airship Ventures Zeppelin *Eureka* emerges from her hangar at Moffett Field to unveil a new look showcasing 23andMe, Inc., a leader in personal genetics. The second company to take advantage of the world's largest mobile advertising platform, 23andMe will also leverage *Eureka* as an integrated promotions and events platform for its upcoming Research Revolution campaign launching July 8. The 23andMe campaign follows the success of an integrated publicity campaign for the Disney-Pixar summer blockbuster *UP*. Like the recent *UP* campaign, 23andMe will garner visibility in two of the largest DMAs in the country, San Francisco and Los Angeles.

“The overwhelmingly positive response from both the media and consumers to the *UP* branding was testament to the attention and imagination *Eureka* inspires wherever she flies,” commented Airship Ventures CEO Alexandra Hall. “I anticipate 23andMe will be greeted with the same enthusiasm. No matter the industry, entertainment, technology or beyond, *Eureka* is an ideal, versatile integrated marketing platform.”

As a leading personal genetics company dedicated to helping individuals understand their own genetic information, 23andMe is building awareness for its consumer-driven research platform. The company, named for the 23 sets of human chromosomes, is democratizing genetic data and the research process. The colorful 23andMe logo, representing intertwined chromosomes, now appears on either side of *Eureka*, along with company contact information.

The world's largest mobile advertising platform, *Eureka* is 246 feet in length and provides integrated marketing partners multiple channels for creative promotions, including interactive consumer contests, VIP tours and aerial demonstrations. Boasting 20,000 square feet of brandable space on her hull, the Zeppelin's great size also makes *Eureka* the world's largest airship—15 feet longer than a Boeing 747 and dwarfing the largest blimp by more than 50 feet. One of only three Zeppelins currently operating in the world, *Eureka* offers passengers spectacular 360-degree views on flightseeing tours above the San Francisco Bay, Silicon Valley, Monterey and Los Angeles.

For information on developing an integrated marketing program with Airship Ventures, or to view a detailed flight schedule and purchase tickets, visit www.airshipventures.com, or call 650-969-8100.

About Airship Ventures, Inc.

Founded in 2007 in California, Airship Ventures, Inc., operates the only passenger airship operation in the United States, featuring *Eureka*, the world's largest airship. The Zeppelin's spacious cabin comfortably accommodates one pilot, one flight attendant, and 12 passengers with luxury features including oversized panoramic windows, an onboard restroom with window, and a 180-degree rear observation window and “love seat” that wraps the entire aft of the cabin. Using the inert gas helium for lift, and vectored thrust engines for flight, Zeppelin NTs have been flying in Germany and Japan since 1997 with an unparalleled safety record. www.airshipventures.com

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