



Airship Ventures

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EUREKA GETS A SPRING MAKEOVER! The Zeppelin Takes On Disney•Pixar's "UP"

MOFFETT FIELD, Calif., May 12, 2009 – The familiar sight of the white Zeppelin, "Eureka," flying over the San Francisco Bay, is a little less familiar after the airship emerged from her hangar at Moffett Field last week sporting a new look! The 246-foot-long Zeppelin now features Disney•Pixar's newest animated comedy adventure "UP" on her hull, with nearly 5,000 square feet of special aviation-certified decal material, including a 78-foot "UP" logo. Opening nationwide May 29, 2009, Disney•Pixar's "UP" features the high-flying adventures of 78-year-old balloon salesman Carl Fredricksen.

"The decal material in this branding is equal to about 17 billboards," said Airship Ventures CEO Alexandra Hall. "Since our Zeppelin arrived last October, we've been touting our wonderful luxury flight-seeing experience. But when the opportunity arose to feature Disney•Pixar's "UP," which even has a fantasy Zeppelin in it, we could hardly say no!"

"Eureka" currently flies over the San Francisco Bay Area and Monterey, but later this month is headed to Los Angeles. "You can buy a ticket for a 'flightseeing' experience on our Zeppelin, which is just one of the differences between it and all the blimps that are often seen over stadiums," says Joanne Fedeyko, Airship Ventures' director of sales.

Earlier this year the Zeppelin "Eureka" was put through her paces for sound recordings to form the foundation for the airship soundtrack in the movie. Said Hall, "We were very pleased to be able to help Disney•Pixar with this request, and while it wasn't a starring role, we think Hollywood will develop a soft spot for our 'leading lady' when we visit later this month!"

About the Movie

From Disney•Pixar comes "UP," a comedy adventure about 78-year-old balloon salesman Carl Fredricksen, who finally fulfills his lifelong dream of a great adventure when he ties thousands of balloons to his house and flies away to the wilds of South America. But he discovers all too late that his biggest nightmare has stowed away on the trip: an overly optimistic 8-year-old Wilderness Explorer named Russell. From the Academy Award®-nominated director Pete Docter ("Monsters, Inc."), Disney•Pixar's "UP" invites you on a hilarious journey into a lost world, with the least likely duo on Earth. "UP" will be presented in Disney Digital 3-D™ in select theaters.

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.

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