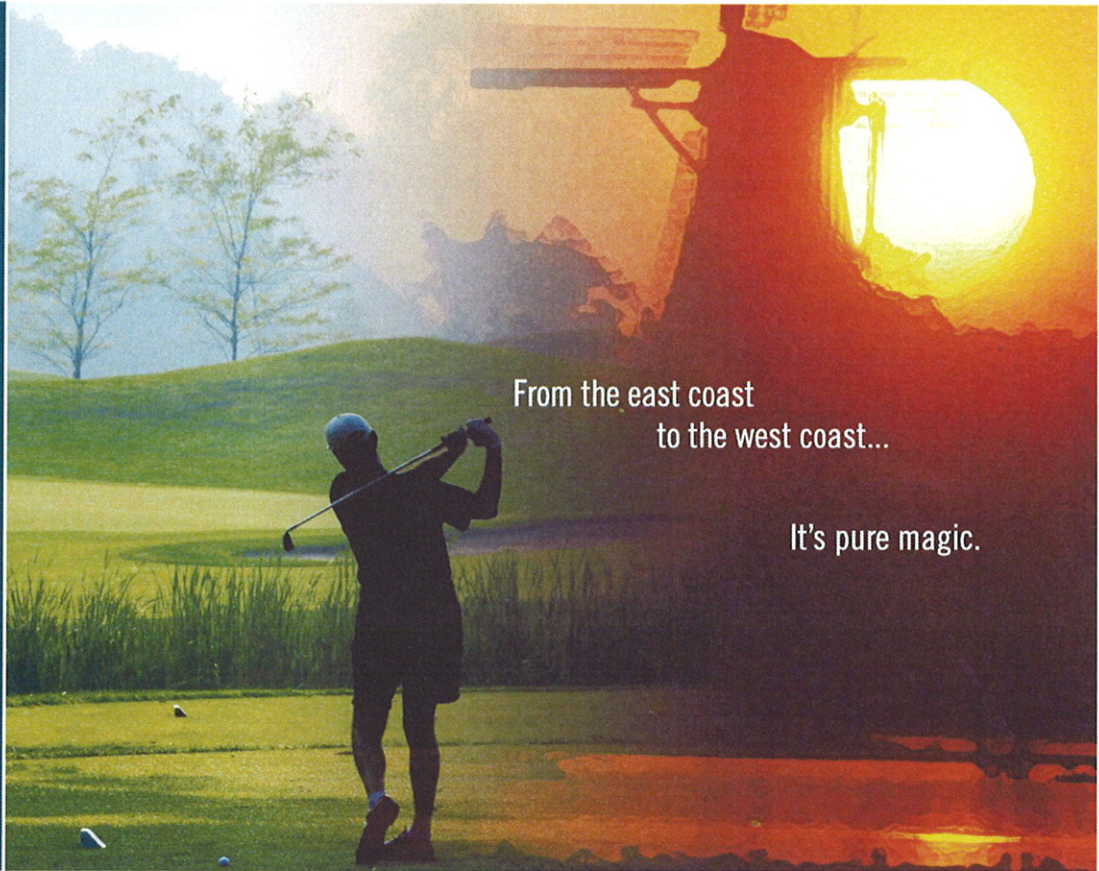


PRESS RELEASE

January 31, 2012

Holland Area Convention & Visitors Bureau
www.holland.org
800.506.1299



From the east coast
to the west coast...

It's pure magic.

Holland Area Convention & Visitors Bureau Touches Down at Super Bowl XLVI with Prominent Advertising Placement

As over 67,000 fans gear up inside Indiana's Lucas Oil Stadium this Sunday to watch the showdown of Super Bowl XLVI firsthand, they'll have a little piece of Pure Michigan before their eyes.

For the first time ever, the Holland Area Convention & Visitors Bureau will be featured in the Official Super Bowl Program as a prominent advertising sponsor. In cooperation with Michigan's Great Lakes Bay Region, Holland is showcased in a full-page, full-color advertisement, branded under the nationally acclaimed Pure Michigan campaign.

Boasting the simple tagline, "From the east coast to the west coast... It's pure magic," this striking full-page ad features Holland's iconic De Zwaan windmill at sunset, juxtaposed with the lush, rolling fairways of Michigan's Great Lakes Bay Region, showing the range of leisure travel opportunities that span the State of Michigan.

"This is an amazing opportunity for Holland, Michigan to gain national exposure and reach a captive audience of sports enthusiasts and leisure travelers. By partnering with the Great Lakes Bay Regional CVB and leveraging the power of the Pure Michigan brand, we were able to secure this

prominent media placement for the Holland area and market to a totally new audience," says Sally Laukitis, Executive Director of the Holland Area Convention & Visitors Bureau.

Apart from being seen by the thousands of fans in attendance at this year's Super Bowl, the Holland Area CVB's full page advertisement will also be shared with over 590 million people expected to view the Official Super Bowl Program online.

HOLLAND
PURE MICHIGAN