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### ***Dayton Daily News Continues Air Show Sponsorship***

*Dayton, Ohio* –Dayton Daily News announced today that it will continue as the official information source of the Vectren Dayton Air Show presented by Kroger. The information category includes several components including a show on-site information center, advertising and production of the show's souvenir program. Dayton Daily News has held the exclusive information sponsorship since 2000. The new agreement is for one year.

Announcing the exclusive Information Sponsorship renewal, Joni Magnus-Ramsey stated, "The opportunity to continue our great relationship with the Vectren Dayton Air Show supports not only our brands in the local community, but helps to continue to build our relationships with customers. We also are happy to continue to support the Butler Performing Arts Association as they sell the Air Show souvenir programs to raise funds for their non-profit."

The Dayton Daily News is part of the Cox Media Group, Inc. (CMG), a fully integrated national media enterprise. Operations in Ohio include print and online products for the Dayton Daily News, Hamilton Journal News, Springfield News-Sun and The Middletown Journal daily newspapers, weekly newspapers in Warren and Butler Counties; niche websites and related print products such as ActiveDayton.com, DaytonB2B and SpringfieldB2B; WHIO-TV, a CBS affiliate; AM 1290 and 95.7FM News Talk Radio WHIO, K99.1FM and 95.3 The Eagle.

"The Dayton Daily News sponsorship is an ideal partnership in that it provides our show with valuable information services as well as provides Dayton Daily News with a premier event to entertain clients and increase individual subscriptions," stated Michael Emoff, Chairman of the USATS Board of Trustees. "It's a great relationship and we appreciate the opportunity to work with such a great asset in our community," Emoff added.

The 2010 Vectren Dayton Air Show takes off July 17<sup>th</sup> and 18<sup>th</sup> and will headline the US Navy Blue Angels along with other top military and civilian aerobatic performers. Details on performers and attractive ticket packages can be found on the show's website [www.daytonairshow.com](http://www.daytonairshow.com).

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*Founded in 1975, the Vectren Dayton Air Show Presented by Kroger is one of America's premier air shows. The Air Show showcases world-class aerobatic champions, military jet demonstrations and entertainment for the whole family celebrating Dayton's aviation heritage as home of the Wright Brothers, National Museum of the US Air Force and Wright Patterson AFB. For more information visit [www.daytonairshow.com](http://www.daytonairshow.com).*