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**THE EMPIRE STATE BUILDING SELECTS THE CONCEPT FARM AND U.S.
INTERNATIONAL MEDIA TO JOIN MARKETING TEAM**
New Advertising and Media Partners Appointed to Elevate Iconic Brand

New York, NY (April 2, 2013) – Today, the Empire State Building Observatory (ESB) announced new partners to its powerhouse marketing team through the addition of advertising agency, The Concept Farm, and media agency, U.S. International Media (USIM). ESB’s Observatory Director, Jean-Yves Ghazi will lead both agencies’ efforts to promote New York’s must-see destination, the public’s opportunity to share in The World’s Most Famous Office Building and one of the world’s most recognized and celebrated icons.

“Every minute we elevate our game in an ever-changing advertising landscape. With the addition of The Concept Farm and USIM to our team, we look forward to incorporating their industry-leading strategic and creative thinking into our marketing mix. We’re extremely excited by their passion for our iconic attraction and deep desire to grow our business,” said Ghazi.

The Concept Farm will serve as lead advertising agency responsible for strategy, creative, and content in addition to playing a key role in ensuring maximum collaboration and efficiency among agency partners. USIM will manage all media planning, buying and placement. Edelman and Renegade continue to handle public relations and social media, respectively.

As a first initiative, agency partners are tasked with developing a new creative strategy for a campaign scheduled for summer/fall 2013.

“The Empire State Building is, without question, one of the greatest brands on the planet. The breathtaking views of NYC are just one dimension of the story,” said Gregg Wasiak, Owner at The Concept Farm. “No one has lived a full life until he or she has seen the greatest city in the world from its greatest vantage point. We’re thrilled and honored to be working with their partner agencies to take the brand to even greater heights.”

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About the Empire State Building

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building is the “*World’s Most Famous Office Building*.” With new investments in infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper’s robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was named America’s favorite building in a poll conducted by the American Institute of Architects. The Empire State Building Observatory is one of the world’s most beloved attractions and is the region’s #1 tourist destination. For more information on the Empire State Building, please visit www.esbnyc.com, <http://www.facebook.com/empirestatebuilding>, or [@EmpireStateBldg](https://www.instagram.com/EmpireStateBldg).

About The Concept Farm

The Concept Farm was founded in 1999 at the start of the digital age. The 50-Farmer New York shop is a full-service advertising and brand consultant agency, offering creative services, multi-media production and strategic planning. The Concept Farm’s diverse roster of clients includes ESPN, Disney, Estee Lauder, Century 21 Department Stores, The United Nations, Aruba Tourism and leading package goods and financial clients. The Concept Farm was recently named as one of Ad Age’s Best Places To Work in Marketing and Media.

About USIM

U.S. International Media, the most diversified, fastest growing, full-service media management company in the United States, boasts billings of more than \$700 million and a staff of 250 professionals in every media discipline. Headquartered in Los Angeles with offices in 22 major U.S. and Canadian cities including its flagship in New York, USIM's client commitment and passion for service sets it apart within the industry. In 2009, USIM received the industry's MEDIA magazine "Agency of the Year" award.