

## **NFSA to Send Sprinkler Message Airborne**

*Friday, August 22, 2008, Patterson, New York* – NFSA is pleased to announce that it has contracted with Sky Radio and Video Network, the largest producer of in-flight entertainment in the country, to take the fire sprinkler message to the air-traveling consumer. During the month of November – one of the highest volume travel months of the year – an interview with NFSA President John Viniello will be broadcast on American Airlines' "Business and Technology Report" In-Flight Radio Channel. Viniello's interview brings focus to fire sprinkler facts and the growing trend of sprinkler installations in single-family homes. The interview will be played on 29,000 audio-equipped American Airlines worldwide flights reaching approximately 4.2 million travelers. As a bonus, the interview will also be rebroadcast on USAir flights through the months of November and December reaching an additional 500,000 travelers throughout the holiday season.

In addition to bringing an audio fire sprinkler message to nearly 5 million air-traveling listeners, NFSA's program with Sky Radio also includes an exciting partnership with CNN Airport Network. To be included in a "Best of Breed: Associations at Work" segment, is a video featuring NFSA that will be played on the CNN Airport Network. The video will be played at 44 of the busiest airports at over 2,000 gates in the United States during the CNN broadcast reaching nearly 16 million viewers through the month of November.

Commenting on the introduction of the program, NFSA's Chairman of the Board of Directors Gregg Huennekens of United States Fire Protection of Illinois said, "This is an extraordinary opportunity for NFSA to bring the fire sprinkler message to a captive audience of millions who include executive business travelers, key decision makers and early adopters with high household income." He added, "While President Viniello's interview brings the fire sprinkler message into focus for the consumer, the NFSA video being seen by millions will help to solidify the Association's leadership position as the voice of the fire sprinkler industry."