

RODHEIM MARKETING GROUP ADDS LYON AIR MUSEUM, PASS THE BATON AND AXCESS TICKETS TO CLIENT ROSTER

PROVIDING MARKETING, MEDIA RELATIONS, SOCIAL MEDIA AND ADVERTISING SERVICES

COSTA MESA, Calif., March 17, 2010—Rodheim Marketing Group (RMG), a leading Orange County full-service marketing, advertising and public relations agency, has been selected as agency of record to provide marketing, media relations, social media and advertising services for three county organizations—**Lyon Air Museum (LAM), Pass the Baton and Axxess Tickets**.

RMG officially launched LAM's new 30,000-sq.ft. exhibition hall, based at John Wayne Airport, at a gala Grand Opening event held at the facility in December 2009. LAM founder Maj. Gen. William Lyon, USAF (Ret) introduced a gathering of museum guests and media to his fleet of superbly conditioned, operational and historically significant World War II-era aircraft and vehicles. In 2010, RMG is doing ongoing marketing and promotions for the **museum (www.lyonairmuseum.org)**.

Pass the Baton (www.passthebaton.com), Newport Beach, Calif., is an owner-to-employee business transition consulting firm. Through a national campaign of public relations, advertising and marketing programs, RMG is introducing the company's new concept called "Baton Partnerships" into the multi-billion-dollar national market for buying and selling small-to-medium-sized businesses (SMBs) valued between \$200,000 to \$5 million. The program avoids bank financing and the use of sales brokers.

Axxess Tickets, Newport Beach, Calif., is a full-service ticket broker—"Orange County's and Los Angeles' premier ticket connection." Axxess has retained RMG to produce a social media campaign promoting the upcoming award-winning musical production "The Lion King," to be held at the Orange County Performing Arts Center (OCPAC) May 26-30, 2010. Axxess has obtained exclusive VIP orchestra seats for the show, although there is limited availability. These exceptional seats are available at <http://lionkingocpac.com>.

"These clients represent RMG's growing diversification into new sectors like specialty, business opportunity and entertainment in which we create collateral materials and execute traditional media relations and marketing programs, while also doing special events promotion, online marketing and social media marketing campaigns as well," said Ralph Rodheim, RMG president. "Offering a broad range of services is the key to sustainability in the new economy."

Rodheim Marketing Group (RMG) is comprised of senior-level professional communicators dedicated to providing innovative, creative and results-driven communications programs.

Established in 1985, RMG is one of Southern California's most enduring marketing agencies, with a long, consistently successful track record. With offices in Orange County and preferred professionals located throughout the country, RMG's coast-to-coast contacts have helped produce an impressive list of award-winning marketing, advertising and public relations programs, high-profile media and community relations campaigns, creative special events, highly effective collateral materials and more.

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