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PACO COMMUNICATIONS EXPANDS SERVICES TO AEROMEXICO

CHICAGO (February 9, 2010) – PACO Communications, a Chicago-based multicultural communications agency, recently expanded its services to AeroMexico, the global airline of Latin America. PACO Communications became the agency of record for AeroMexico for advertising and e-marketing in May 2009. After a lengthy review process, the agency was just awarded AeroMexico's public relations business for its U.S. and international markets.

"We are thrilled and honored that our relationship with AeroMexico continues to expand," said Ozzie Godinez, CEO and Co-Founder of PACO Communications. "We are energized by the opportunity to develop strategic marketing and public relations efforts to help elevate the airline's position in the marketplace."

PACO will implement AeroMexico's 2010 integrated marketing campaign, which includes public relations, advertising and e-marketing efforts.

"The PACO team has exceeded expectations time and time again with our marketing initiatives, which is why we're pleased to broaden the scope of our relationship," said Lyndelle Nieuwkerk, Marketing Manager - International Advertising and Public Relations. "PACO has been instrumental in helping position AeroMexico as the premier airline of choice for travel to and from Mexico."

About AeroMexico

AeroMexico and its subsidiary, **AeroMexico Connect**, operate more than 600 daily flights through the airline's hub at Mexico City's International Airport to more than 40 destinations in Mexico, 16 destinations in the U.S. and 10 destinations in nine other countries worldwide. The airline also offers connecting service to other international destinations through its SkyTeam global airline alliance with 11 other carriers. AeroMexico has been recognized for its award-winning style of personalized in-flight service, one of the world's best on-time flight records, the highest safety and quality standards ratings, outstanding reliability and baggage handling performance, and exceptional value based on its competitive fares and superior service. Additional information is available at www.aeromexico.com

About PACO Communications

One of the fastest growing multicultural agencies in Chicago, PACO Communications doesn't fit the traditional agency description or mold. With client partnerships like Tampico Beverages, Harris N.A., Easter Seals, AeroMexico, Aetna, V&V Supremo Foods and National Pork Board, PACO's experience crosses borders and categories. With a full multicultural and multilingual team, PACO creates ideas that motivate consumers and make brands relevant, not just memorable. The independent agency is 100 percent minority owned and operated. For more information, visit www.pacocommunications.com

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