

“Tower for...” – SWISS has landed at moviebakery

Denver & Cologne, May 21st, 2007: Swiss International Air Lines has landed as a client at moviebakery. Short videos on the web will present its passengers the summer specials in an attractive manner. Of course with the excellent service SWISS is known for, stretching from A to Z. Just 100% „SWISS made“. Not just on your way to Switzerland but to destinations around the globe. So please get ready to board and enjoy your show!

Further information is available at www.moviebakery.com or www.swiss.com.

About moviebakery:

The platform moviebakery offers a completely new model for the production and distribution of commercial videos on the web. It is run by conceptbakery, a German/American marketing agency specializing in unconventional and cross-media marketing.

About Swiss International Air Lines

Swiss International Air Lines Ltd., is the national carrier of Switzerland currently flying to 70 worldwide destinations. North American gateways include: Boston, Chicago, Los Angeles, Miami, New York's JFK, Newark, and Montreal. For more information and to book a flight, click onto www.swiss.com or call 1-877-FLY SWISS. SWISS is a member of the Star Alliance, the first truly global airline alliance established in 1997 to offer customers worldwide reach and a smooth travel experience. The Star Alliance, the airline network for Earth™ offers 16,411 daily flights, more than 650 lounges worldwide, with service from 855 airports in 155 countries.

Press Contact:

conceptbakery llc.
10230 Zenobia Circle
Westminster, CO 80031
Phone: (310) 356 - 6624
Fax: (530) 326 - 6815
E-Mail: info@conceptbakery.com
Web: www.conceptbakery.com / www.moviebakery.com

conceptbakery GmbH & Co. KG
Deutz-Mülheimer-Str. 140
51063 Cologne
Phone: 0221-46995-08
Fax: 0221-93836-45
eMail: info@conceptbakery.de
Web: www.conceptbakery.de / www.moviebakery.de