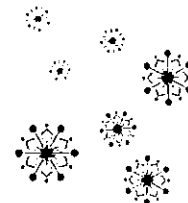




WINTERFEST

BOAT PARADE



FOR IMMEDIATE RELEASE:

Contacts: Kathy Keleher, Winterfest Boat Parade, 954-767-0686, kathy@winterfestparade.com

WINTERFEST STUDENT ARTWORK RECOGNIZED AT ARTSERVE RECEPTION

Artwork to be featured in 2013 YP Real Yellow Pages

FT. LAUDERDALE Fla., March 22, 2013 —Students whose artwork was selected to appear in the Community Information Pages of the 2013 YP Real Yellow Pages directory were honored recently during a reception at ArtServe in March.

The art contest, sponsored by Seminole Hard Rock Winterfest Boat Parade, drew more than 1400 entries from 41 different public and private schools in the area. Students in the third, fourth, and fifth grades created drawings depicting what fantasy type of boat they would like to see in the annual parade. All participating students and teachers received two tickets from the Broward County Fair as a thank you for entering.

The artwork being featured inside the Ft. Lauderdale, Pompano, and Hollywood YP Real Yellow Pages will be in nearly 477,000 directories for distribution this year. Delivery begins on mid-April and continues through May 12. The directories will be available to new residents and businesses throughout the year.

"We are pleased to feature the students' artwork inside the directory," said Ben W. Prescott, Area Marketing Manager - Southeast Florida Region / West Central Florida Region - YP, formerly AT&T Advertising Solutions. "We always strive to make our directories special by tailoring the contents inside our directories to best serve the needs of our communities. You can count on the YP as your complete source of local information," said Prescott.

Sixteen (16) students will see their artwork displayed on the Ft. Lauderdale, Pompano, and Hollywood YP Real Yellow Pages directory. Other students received participation awards from ArtServe.

The first, second, and third place winners will be featured in three directories in the Community Information Pages, while other selected artwork can be seen throughout in the following books.

The contest winners are:

1st Place - Karina Maldonado - Palmview Elementary School

2nd Place - Ciara Huntley - Highlands Christian Academy

3rd Place - Connor Norris - Pine Crest School

Honorary artwork will be in the following directories:

POMPANO DIRECTORY:

Karis Bettis - Floranada Elementary School

Serena Hernandez - Annunciation Catholic Elementary School

Areeba Khan - Forest Hills Elementary School

Shahmeer Khan - Banyan Elementary School

Sadie Kopelman - Bayview Elementary School

FORT LAUDERDALE DIRECTORY:

Lauren Evangelist - McNab Elementary School

Roberto Fileni - Little Flower Catholic School

Callie Jordan - Saint Anthony Catholic School

Sasha Sinclair- Gateway Christian Academy

Gianfranco Fontalvo - Renaissance Charter at University

HOLLYWOOD DIRECTORY:

Kiara Garcia - Virginia Shuman Young Elementary

Brianna Louis - Deerfield Park Elementary School

Chloe Shuster - Hollywood Central Elementary

The Winterfest celebration embraces the dual goals of providing a means for the community to come together and enjoy spectacular events as well as attract positive national attention to the Greater Fort Lauderdale area as a tourist destination and a great place to live and work.

The Winterfest organization is comprised of a huge contingency of volunteers, supporters, sponsors and Board of Directors, and relies heavily on sponsorship to assure continued success and future growth of the Winterfest celebration.

"We're absolutely delighted to have the Winterfest involved with YP," said Kathy Keleher, marketing and parade director. "This is a wonderful distinction for the Winterfest celebration by working with our youth and showcasing this community's talented children," Keleher said.

"Sharing the beautiful artwork of the students in our area by featuring them in the Community Information Pages of the YP Real Yellow Pages directory is a wonderful tribute to all of the students who participated," Keleher added. "Not only does this help promote our city, and the Winterfest celebration, it encourages students to participate in the arts and gain a greater appreciation the important role it plays in our community."

As new books are delivered, Ft. Lauderdale area businesses and residents are encouraged to recycle their outdated directories. YP Real Yellow Pages directories are recyclable, and the paper used to print the directories contains recycled materials. Residents and businesses can call the YP Real Yellow Pages Project ReDirectory help line, listed on the directory cover, at 800-953-4400 for directory recycling information in this community.

For more information regarding the Winterfest Fantasy Boat Student Art Contest and information on how to participate in 2013, please call 954-767-0686, or visit online at <http://www.winterfestparade.com>.

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About Winterfest, Inc.

Winterfest is a Florida not-for-profit organization based in Broward County that produces a variety of events including the free public event known as "The World's Most Watched Boat Parade." Millions via television and approximately one million spectators view the Parade on the 12-mile route. Winterfest also hosts annual events to enhance the community's image and provide unique, wholesome family entertainment. For more information on Winterfest, please contact the office at (954) 767-0686 or their website: www.winterfestparade.com.

About YP Real Yellow PagesSM

The largest print Yellow Pages directory in the world by revenue, around 150 million YP Real Yellow PagesSM directories are distributed in the U.S. each year and over 1,200 directory titles are published in 22 states. The YPSM suite of products help consumers find, decide, and buy across online, mobile, print, and IPTV. YPSM products are searched millions of times every day and provide access to information on over 18 million local businesses across 200 industries in over 4,600 categories. YPSM products also save consumers money by giving access to thousands of coupons and special offers.

About Seminole Hard Rock Hotel & Casino

Seminole Hard Rock Hotel & Casino invites you to PLAYHARD! Play, stay, dine, and shop at South Florida's ultimate entertainment destination. Over 90 tables offer Blackjack, Baccarat, Mini-Baccarat, Pai Gow Poker, Three Card Poker, Texas Hold'em Bonus Poker, Casino War and Let it Ride on a nearly three-acre casino floor. Additionally, 2,500 slots include the Native-American Casino linked Multi-Area Progressive Jackpots and Mega Jackpots. Separate high-limit rooms for table games and slots, in addition to a non-smoking room, are available for guests to enjoy. Loyal Player's Club members also have access to the exclusive VIP Plum Lounge and VIP Chef's Table show kitchen. The Poker Room at Seminole Paradise hosts various games and tournaments of Limit and No Limit Texas Hold'em, 7-Card Stud and two dollar and four dollar limit Omaha Hi Lo games. Located inside the casino is Hard Rock Cafe - Hollywood, part of Hard Rock's 136 globally recognized rock 'n' roll themed restaurants. The Green Lodging Certified by the State of Florida, AAA Four Diamond-rated resort showcases 500 luxurious guest rooms, 17 restaurants and lounges, 40,000 square feet of meeting room space, the Body Rock Spa, 22 boutique shops, 12 nightclubs, the 400-seat Paradise Live theater and the 5,500-seat Hard Rock Live concert arena. Located on State Road 7 (U.S. 441) in Hollywood, Florida. Take I-95, exit Stirling Rd. and travel west to 1 Seminole Way. For more information, call (954) 327-ROCK, 1 800-937-0010 or visit us online at www.seminolehardrockhollywood.com or www.facebook.com/seminolehardrockhollywood.

PHOTOS by Mark Vacker of the Winterfest Fantasy Student Art Contest presented by YP:

Winterfest Student Art Contest (#)

Photo number Captain

- 1 - 1st Place - Karina Maldonado - Palmview Elementary School with her parents and teacher Jennifer Goss
- 17 - 1st Place - Karina Maldonado - Palmview Elementary School with her teacher Jennifer Goss
- 18 - 2nd Place - Ciara Huntley - Highlands Christian Academy with her teacher Janet Roads
- 19 - 3rd Place - Connor Norris - Pine Crest School with his teacher Ellen Weiss

20 - Honorary Winners: Shahmeer Khan - Banyan Elementary School, Serena Hernandez - Annunciation Catholic Elementary School with her teacher and Karis Bettis - Floranada Elementary School

22 - Sasha Sinclair- Gateway Christian Academy with her principal Grace Farguharson, Callie Jordan - Saint Anthony Catholic School, and Lauren Evangelist - McNab Elementary School with her teacher Sophia Rapp

24 - Kiara Garcia - Virginia Shuman Young Elementary and Gianfranco Fontalvo - Renaissance Charter at University with his teacher Mary Dwyer

33 – ArtServe Honoree Keila Pena – Foxtrail Elementary