

Buffalo Wild Wings(R) Announces Expansion of National Advertising Program for 2007

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Enters First Major Network Advertising Deal with CBS Sports - Commences National Partnership with Westwood One Radio

Buffalo Wild Wings, Inc. today announced its first national network advertising deal with CBS Sports. The increase in national advertising is driven by Buffalo Wild Wings' (R) growing national presence and will broaden the reach of the Company's brand and provide greater exposure among the restaurant's core target audience in both existing and future markets.

The Company will air ads during CBS Sports' coverage of regular season NCAA Men's basketball, including the network's exclusive broadcast coverage of the NCAA Men's Division I Basketball Championship. The Company also has signed its first national radio partnership with Westwood One. Westwood One is the exclusive network radio home of the NFL, airing all Sunday night and Monday night NFL football games. Buffalo Wild Wings also will move one of its traditionally local market spot media campaigns exclusively to national cable television.

'As we continue our expansion across the United States it is important for us to have media exposure nationally to support our growth in new and existing markets,' commented Kathy Benning, Senior Vice President, Marketing and Brand Development for Buffalo Wild Wings. 'Our partnerships with CBS Sports and Westwood One will allow us to reach the homes in every one of our markets, as well as all markets that we plan to enter over the coming years.'

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