



THE BLACK LABEL COMPANY

The New Yellow is Black. Book Black.
www.TheBlackLabelCompany.com
(888) 60-BLACK

The Black Label Company
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FOR IMMEDIATE RELEASE

The Black Label Company Commences Daily Service at LAX

Brand New Limousine Sedan Service at Los Angeles International Airport

LOS ANGELES, California (April 14, 2005) — (PRIMEZONE) The Black Label Company today announced the commencement of daily service at Los Angeles International Airport (LAX) for both arrivals and departures. The low-fare chauffeured executive sedan service will offer an industry-first booking rate of \$29.95 per ½ hour with No Minimums when booked at www.TheBlackLabelCompany.com or by ringing (888) 60-BLACK for Guest Services. As LAX ranks fifth in the world in passengers, seats are limited and Guests are encouraged to book early!

Guests of The Black Label Company have continually found the door-to-door service in luxurious comfort accompanied by an Executive Chauffeur not only a pleasant experience but a tremendous value and convenience. As more and more business travelers, tourists, wedding planners, couples, and travel agents “**Book Black**” they are finding that “**The New Yellow is Black**” in Los Angeles. Unpleasant taxi cabs, pricey limos, and crowded shuttles are no longer the ground transportation of choice. With gasoline prices hovering around the \$3.00 mark, enjoying a stay with The Black Label Company has never seemed like a better idea!

All Black Cars feature roomy black leather seats; all equipped with wireless internet service, iPod docking station, dual wide-screen DVD monitors, and over 120 channels of free Sirius Satellite Radio. A selection of complimentary DVD video programming is also available. The Black Label Company operates a fleet of black 2005 Lincoln Town Car L executive sedans. By the way, the ‘L’ stands for legroom.

With The Black Label Company, all seats are unassigned, all travel is ticketless, and all booking rates are \$29.95 per ½ hour with no minimums, additional surcharges, administrative fees, booking charges, or random taxes. An overnight stay is never required. Gratuities are handled directly between the Guest and the Executive Chauffeur.

About The Black Label Company

The Black Label Company provides chauffeured executive sedan service catering to the Greater Los Angeles area. Black Cars are made available to you by advance booking at a rate of \$29.95 per ½ hour with No Minimums – 24 hours a day, 7 days a week. Book Black online at www.TheBlackLabelCompany.com or ring (888) 60-BLACK for Guest Services.

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