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**Aqaba Technologies has been retained to promote the Detroit Red Bull Air Race online**

*Detroit Air Racing has retained the services of Aqaba Technologies for an Online Marketing Campaign promoting the Detroit Red Bull Air Race online.*

/24-7PressRelease/ - STERLING HEIGHTS, MI, May 12, 2008 - Detroit, Michigan based Detroit Air Racing, An Air Race Promotion Company, has hired Global Search Engine Marketing and Web Strategies firm AQABA Technologies to promote and market the Detroit Red Bull Air Races online. The Online Marketing Campaign will consist of Online Media Buys, Optimized Press Releases, and Sponsored Search Ads in Google, Yahoo, MSN and other search and contextual ad networks. Social Media Marketing will be utilized by creating and maintaining a web presence in Face Book, MySpace as well as demographically targeted ad's in Social Media Websites. The marketing campaign performance will be measured through an analytical matrix measuring clicked on links, impressions viewed and applications downloaded as well as visitor traffic to [www.DetroitAirRacing.com](http://www.DetroitAirRacing.com) This data will be used as a performance indicator and to strategically plan for Detroit Red Bull Air Race 2009.

About Detroit Air Racing:

Detroit Air Racing is a dedicated team of local aviation enthusiasts and pilots with a passion for flight! And because of our love for Detroit and aviation we have made it our mission to bring one of the world's most exciting entertainment venues to the city! Detroit Air Racing was founded for the purpose of returning aerospace related motor sports and activities to the City of Detroit to stimulate the local economy while promoting the region as a turn key location for aerospace design, engineering and manufacturing. The first race will be May 31 - June 1st, and be apart of new chapter in Detroit's Sporting History! We have special room rates at the MGM Grand, Motor City Casino, Holiday Inn Express and Athenium Suites, so be sure to say you're coming to see the Detroit Red Bull Air Races for your group rate!

Visit Detroit Air Racing @ [www.DetroitAirRacing.com](http://www.DetroitAirRacing.com)

About AQABA: An industry leader in global web strategy, a certified Google AdWords agency and Yahoo Ambassador whose services provide strategic analysis and insight to give businesses a competitive advantage in the complex and rapidly changing Internet economy. AQABA's Online Search coverage area provides deep analysis, industry facts and actionable advice to achieve business goals using Internet Search. It assists marketers in building quality web sites, portals, business solutions, and optimizing their search marketing tactics within the context of their overall media mix not limited to Organic Search Engine Optimization and Pay Per Click Management services. It also evaluates the economics and evolution of the Web-wide search industry using proprietary consumer data, executive surveys, and industry forecasts.

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