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**ALL ABOARD FLORIDA NAMES JULIE EDWARDS AS  
CHIEF MARKETING OFFICER**

*Edwards Brings 25 Years of Marketing Experience to FECI's  
Highly Anticipated Passenger Rail Line*



**Coral Gables, FL (March 10, 2014)**-- Florida East Coast Industries ("FECI"), one of Florida's oldest and largest full-service commercial real estate, transportation, and infrastructure companies, today announced the addition of Julie Edwards as Chief Marketing Officer (CMO) of All Aboard Florida, the nation's first privately-funded and operated passenger rail service.

In the role of CMO, Edwards will be responsible for driving the marketing strategy in support of the launch of All Aboard Florida. Edwards' appointment is well-timed as All Aboard Florida ramps up outreach to international and domestic business, trade and consumer audiences in anticipation of the service launch.

"Julie brings more than 25 years of in-depth marketing and branding expertise, developing high-profile consumer technology and hospitality brands" said All Aboard Florida President and Chief Operating Officer Don Robinson. "Her ability to create revenue-driving marketplace demand and awareness domestically and internationally makes Julie a tremendous asset to All Aboard Florida."

"The addition of Julie Edwards as Chief Marketing Officer comes at a critical and exciting time as we near completion of All Aboard Florida's leadership team appointments," said All Aboard Florida President and Chief Development Officer Mike Reininger. "With the project moving into construction this year, our team's preparations for launch of service will begin in earnest with Julie now on the team. Her deep knowledge of the industry and proven track record in strategic planning will be invaluable as we introduce the most highly-anticipated passenger rail service in the United States."

Edwards is best noted for her brand-building capabilities as a lead consultant for 11 years in establishing and rebranding NAVTEQ, now Nokia – the leading provider of high-performance digital maps for leading brands such as BMW, Mercedes-Benz, Garmin, MapQuest and Verizon. She helped build the brand in over 80 countries and assisted in

growing the brand from an \$80 million privately-held company to a \$1 billion public company, while also leading NAVTEQ's re-branding efforts following an \$8.1 billion acquisition by Nokia in 2008.

As an independent consultant, Edwards worked with numerous *Fortune 500* companies to expand their revenue base by enhancing their marketing and branding efforts. Edwards has extensive experience developing strategic partnerships, having led cross marketing efforts at Walt Disney Parks and Resorts, Cedar Fair Entertainment and other leading theme parks and resort brands around the world.

Edwards resides in Orlando, Fla., and holds a Bachelor's Degree in Business Administration from the University of Kentucky.

#### **About All Aboard Florida**

All Aboard Florida is an intercity passenger rail project being developed by Florida East Coast Industries, LLC (FECI) – owner of Florida's premier passenger rail corridor – that will connect Miami to Orlando with intermediate stations in Fort Lauderdale and West Palm Beach. This rail service will provide Floridians and visitors a viable transportation alternative to congested highways and airport terminals. All Aboard Florida will provide a high-quality experience for passengers and will be the first privately owned, operated and maintained passenger rail system in the United States. For more information, visit [www.AllAboardFlorida.com](http://www.AllAboardFlorida.com).

#### **About Florida East Coast Industries**

Florida East Coast Industries, LLC (FECI) is one of Florida's oldest and largest full-service commercial real estate, transportation, and infrastructure companies. Headquartered in Coral Gables, Fla., FECI has a rich history dating back over a century. Mr. Henry Flagler first established a predecessor company in 1892, which became a pioneer in the development of Florida's eastern coast. Today, FECI continues to transform Florida as the parent company to four distinct business lines including Flagler, a full-service commercial real estate company; All Aboard Florida, the United States' first privately owned and operated intercity passenger rail system; Flagler Global Logistics, an integrated logistics company that offers a wide range of logistics services and real estate solutions; and Parallel Infrastructure, a leader in third-party Right of Way (ROW) investments and management services. FECI is owned by private equity funds managed by affiliates of Fortress Investment Group, LLC. For more information, visit [www.feci.com](http://www.feci.com).

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