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## RIM TO AIR ITS FIRST SUPER BOWL AD FOR BLACKBERRY 10

RESEARCH IN MOTION, MAKER OF THE FORMERLY POPULAR BLACKBERRY PHONES, ANNOUNCED TODAY THAT IT WILL BE AIRING ITS FIRST NATIONAL SUPER BOWL AD: A 30-SECOND SPOT FOR THE COMPANY'S SOON TO BE RELEASED BLACKBERRY 10 SMARTPHONE AND NEW MOBILE OPERATING SYSTEM. A SUPER BOWL COMMERCIAL IS A GREAT OPPORTUNITY TO SHOW THE REDESIGNED, RE-ENGINEERED AND REINVENTED BLACKBERRY TO TENS OF MILLIONS OF CONSUMERS ON THE LARGEST ADVERTISING STAGE OF THE YEAR, RIM CMO FRANK BOULBEN SAID IN A STATEMENT.

Read the full article here:

[RIM to Air Its First Super Bowl Ad for BlackBerry 10](#)

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