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## **ATA Vacations Selects ICE Portal as Visual Media Provider**

MIAMI – June 20, 2003 — ATA Vacations selected ICE Portal (ICE) as its preferred supplier to provide enhanced visuals and private-labeled digital brochures for its hotels and resorts. ATA Vacations now offers its hotels and resorts the opportunity to enhance the listings with new, hi-tech visuals such as virtual tours. The content is produced and private labeled by ICE.

ICE Portal will private label its digital brochures for ATA Vacations. Each digital brochure contains a wide variety of interactive visual media including ICE 360° Virtual Tours. With the enhanced visuals, hotels will gain greater visibility and sales. In addition, clients will see more of the hotel and get a better idea of what to expect.

“As a preferred supplier to ATA Vacations, ICE Portal will deliver value for hotels and resorts that want to enhance its visibility on ATA Vacations’ Web site,” said ICE President, Henry Woodman. “We’re a one-stop shop for production and distribution of new interactive media, including virtual reality and streaming video. Hotels will find this, by far, delivers the most cost effective and efficient electronic sales tool.”

Kerri Sanfilippo, product manager for ATA Vacations said, “The new digital brochures provide a great enhancement to the site, and will give our agents and consumers a feeling that they’re almost there. They can even e-mail the digital brochure to a friend. Our clients really appreciate this new sales tool.”

“Our mission is to produce the best visual content for hotels, and distribute it to their clients,” said Woodman “Bottom line, consumers want to see as many visuals as they can before making a decision, and we provide an array of quality visual offerings to help a hotel’s sales efforts. We want what they want - to fill their rooms.”

### **About ATA Vacations**

ATA Vacations is the leisure vacation program for ATA Airlines, Inc. specializing in high-quality vacations; ATA Vacations services the most popular leisure destinations in California, the Caribbean, Colorado ski, Florida, Hawaii, Las Vegas, Mexico and a variety of U.S. cities. Vacations are available from Chicago - Midway, Indianapolis and various other feed cities. For more information, please visit [www.atavacations.com](http://www.atavacations.com).

### **About ICE Portal**

ICE Portal is the industry leader in the production, management, and distribution of rich visual content. With a global e-marketing network, ICE Portal technology helps travel suppliers, like hotel chains, tourism boards, and cruise lines, manage and deliver rich visual content to 1,000s of distributors, like Orbitz, Expedia, and Travelocity. The company manages and delivers more rich media content for hotels, cruise ships and destinations than any other company. ICE Portal offers production of rich content including videos, 360° virtual tours and Flash WebShows. ICE Portal's content can be seen globally on over 30,000 travel-related websites and can be displayed in eight different languages. For more information, please contact visit ICE Portal online at [www.ICEportal.com](http://www.ICEportal.com) or call 1-954-893-6778 in Hollywood, FL USA.