



Internet Content Exchange

Media Relations

Press Release

FOR IMMEDIATE RELEASE

For information contact:

Marizel De La Torre

ICE Portal

press@iceportal.com

(954) 893-6778

ICE Portal to Help Destination Marketing Organizations

HOLLYWOOD, FL – April 24, 2007 -- ICE Portal (Internet Content Exchange), the industry leader in production, management, and distribution of rich visual content has received a considerable amount of attention for its new E-Books. The company's most recent addition, e-Books offer all the advantages of traditional print brochures with zero downloadable time, interactive features, and dynamic pages with hi-resolution visuals displayed in real time.

Many Destination Marketing Organizations (DMOs) have expressed interest in creating these highly effective visual marketing tools. In an effort to help destinations better market themselves on the Web, ICE Portal will be showcasing its new E-Books in July in Pittsburgh, Pennsylvania at the 93rd Destination Marketing Association International (DMAI) Annual Convention. ICE Portal will offer preferred rates for DMAI members and any DMO attending the convention.

ICE Portal will assist DMOs in getting their rich content (like videos and virtual tours) distributed to the major travel sites. ICE currently delivers rich content to over 30,000 travel sites.

ICE Portal and DMAI both have well-established traditions of responding to the needs of their clients. In a move geared towards establishing new client relationships, while simultaneously maintaining and improving existing relationships, ICE will be producing the E-Book for the Annual Convention that will be used to promote the event to DMO professionals.

Representatives from both companies cited enthusiasm about working together and are looking forward to the annual convention. As Kristen Clemens, Vice President of Marketing & Communications, stated, "DMAI is very excited about the E-book that ICE Portal will be creating for us, and we are excited that ICE Portal will be attending our Annual Convention this year."

Echoing the sentiments expressed by representatives from DMAI, Henry Woodman, ICE Portal's President, has said "We look forward to working with DMAI and the members to help them get their best visuals to as many consumers as possible, and many of our distribution partners have expressed interest in getting more rich content from destinations."

About ICE

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 either produces or acquires visual media from hotels or other travel suppliers, and then formats, sizes, brands, and delivers this content to travel sites and tour operators. In total, ICE Portal's content can be seen globally on over 30,000 travel-related websites and can be displayed in seven different languages. For more information, please visit ICE Portal online at www.ICEportal.com or call 1-954-893-6778 in Hollywood, FL USA.

About DMAI

Destination Marketing Association International represents 1,300+ professional members from 600+ destination marketing organizations throughout more than 20 countries. Called the International Association of Convention & Visitor Bureaus until August 2005, the association has worked to enhance the professionalism, effectiveness and image of destination marketing organizations since 1914. Get updated information 24 hours a day, 7 days a week at www.destinationmarketing.org.