



Media Relations
Press Release

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ICE PORTAL FORMS STRATEGIC PARTNERSHIP WITH GO WORLD PRODUCTIONS

HOLLYWOOD, FL – August 5, 2008 – When it comes to hotel marketing, few things help capture an audience more than a professionally produced video. Together, Go World Productions and ICE Portal are offering hoteliers and travel suppliers the opportunity of taking promotional videos to a new level with a full-screen, hi-resolution video option. Combining Telly Award-winning production resources and massive world-wide distribution capabilities, the two companies are enhancing the online viewing experience for consumers while simultaneously keeping down the marketing costs for the travel suppliers.

“We have industry statistics and case study data which indicates that rich media generates 6-13% more bookings,” says ICE Portal President Henry Woodman. “Travel suppliers that take advantage of this and invest in a professionally produced video and global distribution will see an increase in revenue and be one step ahead of their competition. Through our partnership with Go World Productions, we will offer hotels and destinations the chance to receive creative direction, work with a professional production team and showcase their completed video to millions of travel consumers at a low cost.”

“We’re very excited to partner with ICE Portal and offer a full-service video marketing solution to our DMO and hotel clients,” says Janna Graber, executive director at Go World Publishing & Productions. “Now the powerful video we create for our clients can reach travelers at the point of sale with ICE Portal’s comprehensive distribution capabilities. The combination of effective video and strategic distribution will create a marketing powerhouse that can only serve to increase tourism sales.”

About Go World Productions

Go World Productions *specializes* in video for the tourism industry. The company's experienced staff combines rich backgrounds in travel journalism with the latest video technologies, making Go World uniquely positioned to produce compelling tourism video content. Go World is a full-service production house, and handles all aspects of video production, from story concept and scripting to the finished product. The company has worked with tourism clients in 21 countries, creating everything from marketing video for online and sales usage to viral video campaigns and TV commercials.

Go World's creative staff takes great care to understand each client's brand and messaging. The company ensures that each video image best conveys the client's destination or resort. For more information please visit our website at: www.goworldproductions.com. To see samples of Go World's work please visit the following sites for [destination videos](#), and [hotel videos](#). You may also click on the following links to see Go World's [client testimonials](#), and [media kit](#). For additional information, please contact Janna Graber via e-mail at: janna.graber@goworldpublishing.com or by phone at: 303-279-4997.

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 chain's, 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 visit ICE Portal online at www.ICEportal.com or call the corporate office at 1-954-893-6778 in Hollywood, FL USA. To view our showcase page please visit: <http://showcase.iceportal.com/>