

FOR IMMEDIATE RELEASE

For information contact:

Marizel De La Torre
ICE Portal
press@iceportal.com
(954) 893-6778

**Brisas Hotels & Resorts Selects ICE
Portal to Produce and Deliver
Internet Content**

MIAMI – February 5, 2008 – ICE Portal continues to add big names to its already-impressive clientele list, with Brisas Hotels and Resorts becoming the latest company to opt for ICE’s exceptional production services. Impressed with ICE Portal’s convenient and user-friendly Content Management System (CMS), Brisas Hotels and Resorts has hired ICE to produce and distribute 360° virtual tours for all of the company’s luxury resort properties in Mexico.

ICE staff photographers have already begun filming at [Las Brisas Acapulco](#) and [Las Brisas Ixtapa](#) and are scheduled to also shoot Las Hadas Golf Resort & Marina, Galeria Plaza Veracruz, and Hacienda Jurica in Queretaro. With deluxe accommodations, many fine restaurants, sports and entertainment options, as well as opulent features including bungalow-style casitas with a private pool, private marina for deep-sea fishing, proximity to idyllic 18-hole golf courses and exclusive bays and beaches, Brisas Resorts will make a fine addition to the ICE Portal network and the thousands of travel sites that are tapping into ICE’s rich content.

“We are very pleased to be working with a company that is so committed to vision, quality, and successful e-marketing efforts,” said Pilar Stewart, the Director of Sales and Marketing for Brisas Hotels. “ICE is the ideal solution for any hotelier or travel supplier wishing to increase distribution of their content across multiple channels in multiple languages. “



“Brisas Hotels has some terrific properties,” stated ICE Portal President Henry Woodman. “We are happy to have been given the opportunity to showcase their resorts to millions of consumers on the web. We are confident that using our services will increase the amount of on-line exposure for Brisas Hotels and are looking forward to a continued business relationship.”

About Brisas Hotels & Resorts

Brisas Hotels and Resorts, Mexico’s luxury hotel leader, is world renowned for providing unparalleled personalized service and luxury accommodations in a warm, friendly environment through both exotic resorts and city center locations. The company operates four Resort properties: Las Brisas Acapulco, Las Brisas Huatulco, Las Brisas Ixtapa and Las Hadas Manzanillo and three Corporate properties: the Galeria Plaza in Mexico City, Galeria Plaza, Veracruz and Hacienda Jurica in Queretaro.

Brisas Hotels & Resorts operates properties set in lovely natural surroundings in Mexico, with well-appointed accommodations, fine restaurants, sports and entertainment. Some Brisas hotels feature bungalow-style casitas, each with a private pool. Other Brisas resorts boast a private marina for deep-sea fishing, proximity to idyllic 18-hole golf courses and exclusive bays and beaches. Please visit www.brisas.com.mx for more information.

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 or call 1-954-893-6778 in Hollywood, FL USA.