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*For information contact:*

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

## **One Travel.com Selects ICE Portal as Preferred Supplier**

MIAMI– July 1, 2003 – OneTravel.com (OneTravel) has selected ICE Portal (ICE) as a preferred supplier of visuals and private labeled digital brochures for hotels and resorts. ICE Portal, a leading provider of visuals to the travel industry, will private label its digital brochures for OneTravel.

Hotels and resorts will be able to enhance their listing on One Travel’s website with the new hi-tech visuals like virtual tours, streaming video, and photos via ICE’s content distribution technology.

The digital brochures contain a wide-variety of interactive visual media including ICE’s 360° Virtual Tours and streaming videos. Not only do digital brochures provide hotels with greater visibility and sales, but they also give travelers a better look at the hotel or resort before booking.

“As a preferred supplier to OneTravel.com, ICE Portal will deliver an effective and efficient electronic sales tool for hotels and resorts who want to enhance their visibility on OneTravel’s website,” claims ICE President, Henry Woodman. “We’re a one-stop shop for production and distribution of new interactive media, including virtual reality and streaming video.”

“The new digital brochures are a great enhancement to our site, and the new content provides a great sales tool for OneTravel.com,” said Michael Thomas, president and CEO of OneTravel.com. “Travelers will now be able to get the full tour of a property before booking with us.”

“We are focused on producing the best visual content for hotels and resorts, and distributing it to our clients, like One Travel,” said Woodman “Bottom line, travelers want to see the visuals before making a decision, and ICE Portal provides a wide variety of quality interactive visuals to help the hotel’s sales efforts. We want what they want, to fill their rooms.”

### **About OneTravel.com**

OneTravel.com, the Web's leading travel enabler, has empowered other businesses to succeed in the online travel arena since 1995. Through the OneTravel.com Partner Program, online businesses gain access to robust travel inventory including as many as 500 airlines, 54,000 hotels, 48 car rental companies, and over four million vacation packages and cruises. The most unique feature of the program ensures that a partner always receives credit for a sale. With cookies that never expire, OneTravel.com will credit a partner even if their customer books through the OneTravel.com site. With these tools and the program's competitive commission scale, any online business can earn increased revenues and greater customer loyalty.

Since the program's inception, OneTravel.com has developed turnkey solutions for Sam's Club, Uniglobe.com, Travel Channel, and AMC TV, among others. Additionally, OneTravel.com also powers consumer-based sites including 11thHourVacations.com, offering last minute travel bargains, as well as CheapSeats.com, providing the lowest prices in international airfare. For more information about the OneTravel.com Partner Program visit <http://epartner.onetravel.com/public>.

### **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.