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Diamond Resorts International® Joins the ICE Portal Network *ICE Produces & Distributes Rich Content for Diamond Resorts International*



HOLLYWOOD, FL and LAS VEGAS, NV – August 24, 2007 -- Diamond Resorts International® has chosen ICE Portal, the industry leader in visual content production and distribution, to create and distribute rich media for North American resorts. The filming for the Diamond Resorts International destinations will be produced using ICE's latest photo technology and will be distributed to their network of over 30,000 travel sites. New virtual tours will be showcased via ICE Portal's new hi-resolution super-sized virtual tours show in customized digital brochures.

Diamond Resorts International's decision to select ICE Portal as their content management and distribution partner is consistent with the choice made by other major hotel brands, including Sheraton, Sandals, Ocean Properties, World Hotels, and the Interstate Hotels. With more and more travelers choosing to research and book trips online, the need to display rich content on as many major travel sites and search engines as possible is clearly evident.

Stephen J. Cloobek, Chairman and CEO of Diamond Resorts International, speaks positively about the partnership with ICE. "We've selected ICE because of their ability to showcase our resorts with great visuals and because of the valuable exposure that ICE Portal can provide for our resorts through their distribution network."

In addition to receiving unparalleled production and distribution services, Diamond Resorts International will also have access to ICE's intuitive and user-friendly Content

Management System (CMS). ICE's CMS system allows hotels to easily view and manage their content and obtain reports on content distribution. Hotel representatives using ICE's CMS system will also be able to update photos, have their property indexed by Google, turn seasonal images on and off, and rearrange the order that their content appears on the digital brochure.

Hoteliers that choose ICE Portal for their rich content production also get a custom-branded digital brochure of their property that can be created using photos, virtual tours, web shows, and information. This digital brochure is then made available to thousands of third-party travel websites, including Orbitz, Travelocity, Priceline, and Google. Properties with updated virtual tours also have the option of appearing on Expedia.

ICE Portal's President Henry Woodman notes, "ICE is a one-stop shop for hotels to enhance their visibility online and dramatically improve their look-to-book ratios. The fact that they can customize and manage their content in multiple languages is an added bonus."

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 Diamond Resorts International®

Diamond Resorts International is one of the world's largest vacation ownership companies with 97 branded or affiliated resorts in key vacation destinations throughout North America, Europe, the Caribbean and Hawaii. With more than 24,000 guest beds and 5,000 team members worldwide, Diamond Resorts International provides owner members with THE Club, a flexible points-based internal exchange system designed to provide members with the greatest variety of vacation choices including resort stays and a range of vacation benefits enabling each member to enjoy a lifetime of vacations in unique destinations around the world.