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## **TIG GLOBAL AND ICE PORTAL FORM STRATEGIC ALLIANCE TO PROVIDE COMPREHENSIVE INTERACTIVE MARKETING SERVICES FOR THE HOSPITALITY INDUSTRY**

JUNE 17, 2008 – AUSTIN – In a move designed to enable hoteliers to raise online visibility and drive direct Internet revenue and ROI, [TIG Global](#), the leading Internet marketing company for hospitality and travel, and [ICE Portal](#), the industry leader in the production, management, and distribution of rich visual content, announced today an agreement that strategically positions the two companies to offer the most comprehensive interactive marketing services for the hospitality industry.

ICE Portal's suite of rich media solutions complement the range of e-marketing services provided by TIG Global. By teaming together, TIG Global with its focus on producing engaging design work and aggressive online marketing campaigns will be able to offer its clients ICE Portal's web-based rich media management and distribution system giving clients the ability to leverage digital media well beyond their own websites and control exactly where media appears across the Internet.

"The role rich media plays in the marketing efforts of a hotel property or destination is becoming much more important as today's travel consumers are relying more on videos, virtual tours, and high quality imagery as the most influential drivers in the buying decision. Being able to provide our clients with innovative digital content such as eBooks and the capability to manage that media across distribution channels is more critical than ever," said Fred Malek, chief executive officer of TIG Global. "ICE Portal gives our clients that and more by also providing first-rate customer service and support."

This reciprocal agreement also gives ICE Portal customers access to TIG Global's award-winning marketing and design services, including website design and development, search engine optimization, pay-per-click marketing, strategic linking, email marketing, statistical reporting, and consultative account management. The two companies will work in tandem to ensure their customers receive the most far-reaching effort and unmatched ROI.

“We share TIG Global’s commitment to generating real results for our travel industry partners and welcome this collaboration as a way to expand our collective services to better meet our customers’ needs,” said Henry Woodman, president of ICE Portal. “We continue to demonstrate time and again that rich media, when incorporated in online marketing strategy and design and managed through distribution partners, increases both traffic to a hotel’s own website and drives customer bookings by as much as 18%. Now that’s powerful!”

### **ABOUT ICE PORTAL**

[ICE Portal](#), the world's leading Internet Content Exchange Portal, is the leader in the production, management, and distribution of rich visual content for the travel industry. Strategically located across from the Technology Pavilion in Booth 256, will be demonstrating the latest in e-book technology. ICE Portal’s content which includes videos, 360° virtual tours and Flash WebShows can be seen globally on more than 30,000 travel-related websites including Expedia, Orbitz, and Travelocity and can be displayed in eight different languages. ICE Portal enables travel marketers to better display and promote properties and destinations, enhance content distribution, generate more bookings and create goodwill with online travel customers. For more information, please contact ICE Portal online at [www.ICEportal.com](http://www.ICEportal.com) or call 1-954-893-6778 in Hollywood, FL USA.

### **ABOUT TIG GLOBAL**

[TIG Global](#), headquartered in the Washington, DC metro area, is the leading provider of interactive marketing services for the hospitality industry. Serving over 800 clients located throughout North America, Europe, Asia, and the Caribbean, TIG Global combines its industry knowledge and e-business expertise to help clients maximize the online channel. To serve clients worldwide, TIG Global offers multi-language websites, a vast network of internationally based strategic linking partners, email and pay-per-click marketing campaigns tailored to all international markets, custom Web 2.0 solutions including our proprietary [HotelProtect](#) service, and websites optimized for major search engines around the world.

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