



Media Relations
Press Release

FOR IMMEDIATE RELEASE

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**ICE PORTAL WELCOMES TRAVEL INDUSTRY VETERAN
STEVE TIPSWORD TO EXECUTIVE TEAM**

HOLLYWOOD, FL – April 8, 2008 – [ICE Portal](#), the industry leader in the production, management, and distribution of rich visual content, is pleased to announce the addition of Steve Tipsword as Senior Vice President of Business Development and Chief Operating Officer. Leveraging three decades of travel industry experience, he is responsible for developing the strategies, processes, and structure necessary to support and sustain ICE Portal's impressive growth.

"ICE Portal has doubled its growth over the past three consecutive years and we are ready to build on that momentum with new business development and growth strategies. Steve is exactly the person we need to help us accomplish these goals," said [Henry Woodman](#), President of ICE Portal.

Immediately prior to joining the ICE Portal team, Mr. Tipsword held the dual positions of Senior Director of Marketing for the Aruba Hotel and Tourism Association (AHATA) and Executive Director for Meet Aruba, the meetings and incentive marketing arm of AHATA. Positions prior to his tenure at AHATA include General Manager for Continental Airlines Vacations, Director, eCommerce & Distribution for Air Jamaica, and various positions during his 17 years with Delta Air Lines including National Account Manager and General Manager, Online Agency. In these positions, he led the development and establishment of Delta's global Internet distribution strategy as it relates to 3rd party partners yielding \$1.3 billion in sales, while reducing distribution expenses by \$18 million in 2002. Mr. Tipsword attended the University of Colorado, Denver with an emphasis on Aviation and Real Estate Finance.

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,

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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.

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