



Media Relations  
Press Release

**FOR IMMEDIATE RELEASE**

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**TRIPTELEVISION PARTNERS WITH ICE PORTAL**

HOLLYWOOD, FL – July 23, 2008 – TripTelevision has partnered with global distributor, ICE Portal (ICE), in a move geared towards renovating and reshaping the online video experience. As consumers become increasingly more interested in web-based videos, more and more people are relying on the Internet for their travel and tourism decision-making. Together, TripTelevision and ICE Portal will work towards capitalizing on the current trends and will aim to create a world-wide rich media environment for the online consumer.

“ICE Portal has an extensive, global distribution network that is rapidly growing,” said ICE Portal President Henry Woodman. “Each year more consumers are demanding to see visuals on the travel sites that they frequent. As video and other types of rich media become a greater influencing factor in online travel booking behavior, travel suppliers must find a way to differentiate themselves from their competition.”

“It’s tough out there! Travel retailers must find new ways to stand out in the crowded online environment, get their brand noticed and in front of as many consumers as possible”, added Kim Rose, the chief sales and marketing officer for TripTelevision. “That’s why we’re absolutely thrilled to be teamed up with ICE Portal. The winning combination of TripTelevision’s Intelligent Selection™ smart video technology and ICE Portal’s global distribution network is sure to provide the travel industry with the power to engage more customers, generate more sales and increase profits!”

### **About TripTelevision**

TripTelevision is a Video Sales and Marketing Platform designed specifically for the travel industry. We address the challenges of producing, publishing, distributing and monetizing streaming video online. Our patented, Emmy-Award winning technology gives website publishers the POWER to shape the video viewing experience to meet their sales & marketing objectives while creating the ultimate online shopping experience. Our Intelligent Selection™ smart technology is more than intuitive. It interacts and engages users by adjusting the video to match the tastes and needs of an individual customer; each and every time they visit! For more information, please visit TripTelevision online at [www.triptelevision.com](http://www.triptelevision.com) or call (303) 482-1707 in Denver, Colorado.

### **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, 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 visit ICE Portal online at [www.ICEportal.com](http://www.ICEportal.com) or call the corporate office at 1-954-893-6778 in Hollywood, FL USA.