



*Internet Content Exchange*

Media Relations

Press Release

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## ICE Portal to Distribute Rich Content to .Travel

HOLLYWOOD, FL– April 13, 2007 -- ICE Portal, the industry leader in rich visual content production, management, and distribution, has recently signed a distribution agreement with **.travel**, the travel industry's exclusive, top-level Internet domain. The partnership between ICE Portal and .Travel will provide unique and meaningful opportunities for both companies to better serve the needs of their clients.

The addition of the **.travel** network is expected to help ICE Portal enhance and strengthen its value for travel suppliers by placing their rich content on the **.travel** domain. Henry Woodman, ICE Portal's President, states, "This agreement opens up a new and truly exciting consumer and destination-specific distribution channel for us."

Mr. Woodman added, "what we're most excited about, is **.travel**'s latest initiative - the Destination Marketing Program. This program introduces a destination-centric structure under which search results appear on pages with interactive destination maps giving consumers rich information and content relevant to their specific search; and more importantly for us, gives highly targeted and destination-specific marketing opportunities to effectively promote products and services."

Via the **.travel** exclusive search engine and portal, and through its Destination Program, **.travel** provides consumers with interactive destination maps, rich information, and now, thanks to the new partnership with ICE Portal, the network will also be providing more rich content relevant to their clients' specific search.

In an open letter to ICE Portal's customers, **.travel** extended a warm welcome to ICE'S clientele and invited ICE customers to take advantage of special rates to sponsor and/or advertise on their new destination-centric search result pages.

**.travel** is a work in progress that will continue to evolve and grow,” said Michael Stone, Chief Destination Marketer for .travel, “as a direct result of travel companies and organizations like ICE Portal who recognizes the value and benefit **.travel** represents and can bring to both the travel and tourism industry and consumers.”

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

### **About .travel**

**.travel** is the travel and tourism industry’s exclusive internet domain, search engine and portal ([www.search.travel](http://www.search.travel)) for travel. As the internet’s exclusive travel domain, **.travel** is continually developing and delivering features and capabilities that make travel searches better and easier for consumers, such as trusted travel search through .travel name authentication, search results that actually match search requests, destination-centric search result pages, interactive maps, and rich travel content and media. Registered under Tralliance Corporation, **.travel** is endorsed by over 120 worldwide travel associations and is *the* place to go on the internet for travel.