

Ocean Properties Selects ICE Portal to Produce and Deliver Internet Content

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Ocean Properties, Ltd. has selected ICE Portal (ICE) to produce, manage, host, and deliver rich content for the chain's hotels and resorts.

ICE Portal (ICE) will work with Ocean Properties to produce, manage, and distribute rich media via ICE's to 1,000s of travel websites. ICE Portal has already filmed 360-degree hi-resolution virtual tours and photos for several of Ocean Properties' hotels & resorts in the Southeastern United States, including the Westin Key West Resort and Marina, Four Points by Sheraton Columbus Airport, the Marriott Key Largo Bay Beach Resort, the Hilton Longboat Key Beachfront Resort, and Holiday Inn Port St. Lucie. The virtual tours and the photographs are part of a customized digital brochure that then branded and linked directly to over 30,000 travel sites.

"We are very pleased with the quality of work produced by ICE Portal", said Loren Gray, Ocean Properties' Director of E-Commerce. "The team at ICE has been exceptional in their production and support capabilities. We are excited about their ability to showcase our properties with virtual tours on sites like Expedia, Travelocity, Orbitz and even Google."

"We're thrilled to be working with OPL, as they have great properties throughout N. America and here in Florida," explained ICE President Henry Woodman, "but more importantly, we are look forward to working with each hotel to help increase their look to book ratio as a result of compelling content showcased in multiple languages to millions of consumers via our global distribution network."

About Ocean Properties

Established in 1950 by Tom Walsh, Ocean Properties Ltd. began as a family business with one hotel in Maine. Today, with corporate headquarters in Delray Beach, Florida; Portsmouth, New Hampshire; and Montreal and Toronto, Canada; Ocean Properties, Ltd. Hotels & Resorts is one of the largest, privately-held hotel operating and development companies in the United States. Ocean Properties operates over 100 hotels and 19,000 rooms across the US and Canada, primarily under the AmeriSuites, Hilton, Holiday Inn, Marriott, and Sheraton brands. In addition to managing its own investments, Ocean Properties and its affiliates operate hotels, restaurants, golf courses and other real estate for several third-party investors and lenders. Ocean Properties also owns Atlific Hotels and Resorts, the largest independent hotel management company in Canada. For more information, visit www.oplhotels.com.

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 chains, 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 contact visit ICE Portal online at www.ICEportal.com or call 1-954-893-6778 in Hollywood, FL USA.

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