

ProfessionalTravelGuide.com Signs Strategic Content Partnerships With Leonardo And Ice Portal

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New Partnerships Provide Delivery of Rich Visual

ProfessionalTravelGuide.com (www.professionaltravelguide.com), the world's most comprehensive online travel and trip planning resource, has signed content partnerships with Leonardo Media and ICE Portal.

Leonardo Media and ICE Portal have joined forces to create the travel industry's foremost content distribution service and will provide ProfessionalTravelGuide.com with rich media content delivery of static and moving images, including animated images, videos and virtual tours, from hotels and destinations worldwide.

Leonardo Media is the world leader in travel content management, e-marketing and content distribution across the global travel chain and provides the largest 'one stop' aggregated source of digital content for hotels, destinations and attractions in the travel industry. ICE Portal specializes in production, management and delivery of moving content, such as virtual tours, streaming videos and flash, in multiple languages. For more information, visit www.leonardo.com and www.iceportal.com.

'We are excited to announce the signing of our new partnerships,' said Peter Nicas, ProfessionalTravelGuide.com's CEO. 'We are continuously looking for ways to ensure that our website presents the best and most comprehensive travel information available anywhere, and we believe that these partnerships greatly enhance the overall user experience.'

About ProfessionalTravelGuide.com

ProfessionalTravelGuide.com is the most comprehensive, unbiased travel resource on the Internet. Designed for leisure and business travelers who value credible and objective travel information above all else, the website comprises the most extensive collection of professional hotel reviews, breaking travel news, images, videos, and destination guides ever assembled on the Internet. The site features the world's largest travel database including more than 159,000 hotels, 7,000+ destination travel guides, 10,000+ professional hotel reviews, 250,000+ associated high resolution images, streaming videos, real-time health and travel security alerts, international business etiquette, and personalized eGuideBooks(TM).

ProfessionalTravelGuide.com is written by professional travel journalists and draws its content from the travel industry's leading databases, such as Star Service hotel reviews, Weissmann Professional Destination Reports, Hotel & Travel Index (HTI), and Official Meeting Facilities Guide (OMFG).

About Leonardo

Leonardo's electronic solutions are designed to simplify the management and optimization of rich media content, the creation and delivery of eMarketing promotions and eBrochures and the automation of image distribution to travel channels. Leonardo provides a one stop central source for the GDS and travel channels to receive up-to-date digital travel content in the variation of formats that they require.

Leonardo manages rich media content for over 65,000 hotels and has contracts in place with many prominent global hotel chains such as Carlson, Destination Hotels & Resorts, InterContinental Hotels Group, Kersner International, Leading Hotels of the World, Luxe, Nikko, Peninsula, Preferred Hotel Group, Raffles/Swissotel, Resort Quest, Rosewood, Small Luxury Hotels, Starwood, and Worldhotels. Leonardo works with more than 80 Tourist Boards, including Singapore, Portugal, The Hague, and Antigua and Barbuda. Its major travel channel partners include Amadeus, Galileo, Sabre, Pegasus and Worldspan and Worldres along with travel sites such as Cheaptickets, Kayak, Yahoo!, Opodo, Orbitz and NorthStar Travel Media. Additional information about Leonardo can be found at www.leonardo.com

About ICE Portal

ICE Portal manages and delivers more rich media content for hotels, cruise ships and destinations than any other company. As the leading producer and distributor of rich media content for the travel industry, ICE Portal recently partnered with Leonardo to provide a single point of entry for hotels interested in management and deliver of all there visual media. ICE Portal's content can be seen globally on over 20,000 travel and search related websites and can be displayed in multiple-languages. ICE Portal also offers production of rich media content including videos, 360°, virtual tours and Flash WebShows. For more information, please visit www.iceportal.com.

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