

Kimpton Hotels & Restaurants to Enhance Online Presence, Selects VFM Interactive as Rich Media Production & Distribution Provider

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VFM to produce and distribute new rich media for all Kimpton properties

Kimpton Hotels & Restaurants, the first and leading collection of boutique hotels throughout the United States and Canada, is ramping up its online marketing with more rich visual content through a new partnership with VFM Interactive, the leading producer and distributor of hotel rich media. As part of the partnership, VFM will be producing and distributing new rich media - still images, virtual tours and videos - that will enhance and better display the distinct features and services of each of Kimpton's unique properties to travel consumers both on Kimpton's website as well as VFM network of more than 25,000 travel sites and other electronic distribution channels.

Additionally, Kimpton will be utilizing VFM's Vscape(R) online rich media management and distribution platform as well as a new custom-developed state-of-the-art multimedia viewer to better display its properties' media. Vscape will allow Kimpton to store, manage and distribute to all electronic channels all of its properties' images, virtual tours, videos and other marketing content through a single platform. Utilizing the best media display technologies, the new VFM Flash-based viewer will provide online consumers with a superior user experience, allowing them to quickly and easily explore each Kimpton property and its guestrooms, amenities, meeting facilities, restaurants etc. through engaging rich visual content.

'Our goal is to use the best marketing tools available to fully convey to online consumers the distinct and attractive features of each of our unique properties and convince them to stay there. And in today's online world, rich visual content like still images, virtual tours and videos are an essential part of the online marketing mix,' said Kathleen Sanford Reidenbach, vice president, revenue management & distribution for Kimpton.

'VFM's high quality rich media productions, industry-leading media management and distribution technology, and unparalleled distribution network make them the ideal partner to help us enhance our properties' online image and, ultimately, reach more consumers,' added Reidenbach.

'We're delighted and proud to have been selected by Kimpton for their rich media production and distribution needs,' said Paolo Boni, president and CEO of VFM. 'It's a great endorsement of VFM and our capabilities. Importantly, it's also further evidence that quality hotel rich visual content is no longer a just 'nice to have'.'

About Kimpton

San Francisco-based Kimpton Hotels & Restaurants is the first and leading collection of boutique hotels throughout the United States and Canada. Founded by Bill Kimpton in 1981, privately held Kimpton Hotels offers services and design elements focused on care, comfort, style, flavor and fun. Every Kimpton hotel reflects the energy, personality and pulse of its location, history and architectural style. Each property features personalized guest services, comforting in-room amenities, specialty rooms and suites, and provides a range of exciting culinary experiences through affiliated top-rated destination chef-driven restaurants. Kimpton takes pride in its commitment to social responsibility and leads the hospitality industry in ecological practices through its innovative EarthCare programs. In addition, Kimpton demonstrates a unique dedication to its female guests with the Women InTouch program, offering comfortable and safe environments, in-room fitness and wellness options as well as the company's unique "Forgot It, We've Got It" honor bar, providing essentials that women travelers may have forgotten at home. Among the company's newest properties are the Hotel Palomar in Washington D.C., which opened in July 2006, and the Hotel Palomar Dallas, which opened in August, 2006. Additional projects are underway in Southern California, Texas, Florida and Virginia. For more information, please visit www.KimptonHotels.com or call 1-800-KIMPTON.

About VFM Interactive

VFM Interactive is the leading end-to-end provider of online media production and distribution solutions for the hotel and travel industry. VFM helps hotel and travel companies enhance their online marketing through rich visual content including still images, videos, 360° virtual tours and Flash presentation. VFM's Vscape(R) platform allows hotels to manage and distribute their rich media content on the industry's largest and fastest-growing distribution network of more than 25,000 websites where consumers most often research and purchase travel products. This network includes online travel agencies, travel suppliers, search portals and Global Distribution Systems such as Travelocity, Orbitz, Priceline, TripAdvisor, American Airlines, Yahoo!, SideStep, Sabre, Galileo and Worldspan. VFM's Vscape media distribution platform is utilized by more than 30,000 hotels from dozens of major hotel chains and resorts from brands and management companies including Best Western, Choice, Crowne Plaza, Hilton, Holiday Inn, Interstate, La Quinta, Marriott, Outrigger, Radisson, Regent, Sheraton, Sol Meliá, W, Westin and Wyndham. For more information, visit www.vfmii.com.

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