

Outrigger Hotels & Resorts and OHANA Hotels & Resorts Roll-Out New Online Videos for Their Hawaii Properties

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VFM Interactive, the leading producer and distributor of hotel rich visual content, announced today the completion and roll-out of new online videos for twenty Outrigger and OHANA hotels in Hawaii.

The videos are featured both on the Outrigger and OHANA websites as well as across the Internet through VFM's extensive network of distribution partner travel and travel-related websites.

The videos were designed to provide online consumers a better sense of the special experience and Aloha Spirit of staying at an Outrigger or OHANA property. In addition to showcasing each hotel's unique features and services, the videos also feature many of the attractions that surround them.

'We are very pleased with the way our new hotel videos turned out and the way VFM handled this project', said Lisa Tojo, Director Interactive Commerce for Outrigger. 'We have long been a strong believer in the importance of rich visual media, and video in particular, as a tool to better market our hotels and resorts both on our own website as well as third party sites. The choice of VFM was therefore an easy one for us: not only do they offer great quality video productions but their hotel rich media distribution is unmatched,' added Lisa.

'There's no question that video and other forms of rich media convey the travel experience far better than still images,' says Paolo Boni, President and CEO of VFM Interactive. 'We're delighted to provide Outrigger with great quality videos that will help convince online consumers that they should be staying at an Outrigger property.'

To view examples of the new Outrigger and OHANA videos please visit <http://www.vfmii.com/outriggervideos/>.

About Outrigger Enterprises Group

Outrigger Enterprises Group is one of the largest and fastest growing privately-held leisure lodging and hospitality companies in the Asia Pacific and Oceania regions and continues to expand its presence throughout the area.

A family-owned company with more than 60 years of hospitality experience, Outrigger runs a highly-successful, multi-branded line of hotels, condominiums and vacation resort properties, including Outrigger(R) Hotels & Resorts, OHANA(R) Hotels & Resorts, Outrigger Condominium Collection(R), Embassy Suites(R), Best Western(R) and Wyndham Vacation Ownership(R). Currently, Outrigger operates and/or has under development 47 properties with close to 12,000 rooms located in Hawaii, Australia, Guam, Fiji, Palau, Bali and Phuket, Thailand.

Outrigger Enterprises Group also operates and develops hotel properties and hospitality-related retail and real estate opportunities for partners in Hawaii, the Pacific, the mainland USA and Asia. For on-line information, log on at www.outriggerenterprisesgroup.com

**Embassy Suites is a registered trade mark of Hilton Hotels Corporation.*

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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