

VFM Interactive Announces Expansion of Hotel Team

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Highly regarded industry veterans, Darlene Rondeau and Susan Tennant, to help grow VFM's hotel media production and distribution business

VFM interactive, the leading online video and rich media producer and distributor for the hotel and travel industry, is pleased to announce that industry veterans, Darlene Rondeau and Susan Tennant, have joined its Global Hotel Team.

Darlene Rondeau will join the team as Vice President, Hotels - North America, working to expand the Company's relationships with major hotel brands and chains in the US and Canada. Darlene has a wealth of knowledge and over 20 years of sales and marketing experience in the travel industry. Her background includes a number of senior roles with Sabre Holdings, including Vice President, Electronic Media Sales and Account Planning. Most recently, Darlene was Vice President Sales & Marketing for G2 SwitchWorks before its sale to Travelport.

Susan Tennant is joining the team as Senior Director Hotels - North America. In this role, Susan will be focused on growing VFM's business with hotel management companies. Susan has an extensive experience in sales, marketing, fundraising and strategic planning. Most recently, Susan was Regional Manager, Strategic Accounts, at Galileo by Travelport.

'Great companies are built by great people! This is why we are thrilled to have Darlene and Susan join us,' said Paolo Boni president and CEO of VFM. 'Their knowledge, contacts and experience in the travel industry will play an important role as we continue to grow and strive to deliver superior media management and distribution solutions to the hotel and travel industry'.

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 Travel Network, Galileo and Worldspan. VFM's Vscape media distribution platform is utilized by more than 35,000 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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