

## Good Morning America & Entertainment Tonight Veteran Partners with VFM Interactive

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Video can express concepts, knowledge, and an experience that is difficult to explain in words making it a tool particularly appropriate for the hotel industry. VFM Interactive, the leading online video and rich media producer and distributor for the hotel and travel industry, is pleased to announce a new strategic alliance with Productions NY, headed by the former Executive Director of Studio Operations from Good Morning America, Tim Hayes.

The Emmy Award winning team of Productions NY will now create rich media content exclusively for the clients of VFM Interactive, combining the sophisticated equipment, writing staff, talent, and crew responsible for production of some of your favorite television shows with VFM's comprehensive range of distribution solutions, the industry's largest and fastest-growing distribution network of more than 25,000 websites where consumers most often research and purchase travel products.

From 1999 to 2006 Tim Hayes, President of Productions NY, oversaw all daily studio operations for ABC's Good Morning America, Nightline, 20/20 plus more than a dozen other ABC & ESPN programs before starting Productions NY Ltd in 2006 which provides much of the staff working behind the camera on some of your favorite TV shows. Productions NY also operates their own studios, which currently serve as the broadcast home to the #1 and #2 syndicated news entertainment shows in the country, Entertainment Tonight and The Insider.

'Many of the top people in television work on rotating schedules. They might be on the set of ET for 3 weeks and then have 1 week off from the show. Multiply that by 50 and VFM Interactive suddenly has the biggest and the best video production staff in the world at their disposal,' said Tim Hayes. 'We are masters at the art of storytelling. We have a history of working with the top shows on TV so working with VFM interactive makes perfect sense to us,' continued Tim. 'We recognize that VFM is the leader in delivering rich media content to the web and we are proud to be associated with such an outstanding organization.'

'Tim Hayes and Productions NY are masters at the art of storytelling and that is what a good video does for a hotel. It is said that of the five senses, sight and sound account for 85% of the information we take in,' said Paolo Boni, CEO and President, VFM Interactive. 'So this shows just how much power a hotel that invests in professional video content can harness. And every good story needs to be shared. The distribution network of VFM Interactive insures that the story is told at the point of sale to a broad audience of travel consumers. This combination of talent should be a tool in every marketer's toolbox to drive sales.'

### **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](http://www.vfmii.com).

### **About Productions NY Inc.**

Productions NY Ltd. is the premier supplier of independent writers, producers and production crews for many iconic television shows including ABC's Good Morning America, ESPN's NBA Shootaround, Entertainment Tonight, The Insider plus numerous programs and special events for The Food Network and The Travel Channel. Our Emmy Award winning camera operators, lighting designers and film editors are now at the forefront of creating new and engaging broadcast quality video content for the web and in-room resort TV. For more information visit [www.ProductionsNewYork.com](http://www.ProductionsNewYork.com).

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