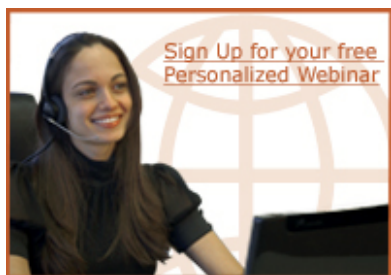



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Research

ICE Portal ... The Most Cost Effective & Efficient E-Marketing Solution!

- 96.2% of Travelers Prefer to Seek Destination Information on the Internet
Travel Trends Survey 2005
- 83% of Travelers Use the Internet to Research or Book Travel!
Consumer Preference Index poll by Perspectiv 2006
- Leisure Travelers Visit 4 to 7 Websites When Researching Hotels
DoubleClick 2005
- Rich Internet Content Generates 4 to 5 Times More Clicks Than Static Images
DoubleClick 2004
- "Travel & Tourism Marketers Who Expand their Visibility Online Will be at a Definite Advantage"
2006 Summer Travel poll by Perspectiv

ICE Portal has the ability to produce or acquire a supplier's content, enter the content into a database, convert the content to the correct, size, format, category, etc., translate it into multiple languages, and then brand it for distribution to the world's leading distribution websites. Content can then be easily managed by clients via ICE Portal's powerful Content Management System.