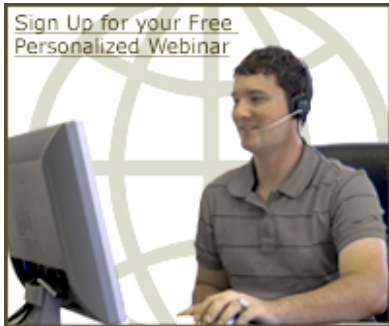



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Distribution Benefits

ICEPortal Delivers!

- **Increased Bookings**
 - Research Confirms Rich Internet Content Increases Bookings Five to One.
 - Travelers Researching Intermediary Sites (i.e. Google, Orbitz, Expedia) on the Web are Motivated to Seek Additional Information on the Supplier Site when Rich Content is Displayed – Almost 50% Find the Supplier Site & Book There!
- **Improved Customer Satisfaction**
 - Virtual Tours Give a Prospect a More Realistic View of The Property That Lets Them Know Exactly What to Expect When They Arrive.
- **Cost Savings**
 - The Cost to Produce, Host & Distribute a Digital Brochure to 1,000s of Interested Prospects is a Small Fraction of Traditional Print Collateral.
- **One Stop Shop**
 - Rich Content is Hosted & Linked from ICE Servers Keeping it Updated 24/7.
- **Time Savings**
 - ICE Portal Saves Time by Organizing, Categorizing, Formatting, Sizing and Branding the Content for Each Travel Channel.