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JOHN T. HANRATTY
CHIEF MARKETING OFFICER
TRAVEL IMPRESSIONS

FARMINGDALE, NY – John Hanratty is Chief Marketing Officer for Travel Impressions, one of the nation’s largest tour operators with destinations worldwide. With over 25 years of senior executive level marketing experience in four major industries, Hanratty is highly regarded for his marketing and operational expertise.

As Chief Marketing Officer, Hanratty oversees and implements all aspects of the business that touch the customer for Travel Impressions product lines. The vice president of sales, the vice president of products, the vice president of e-commerce and technology, and the vice-president of new business development along with other senior company Representatives report to him. He develops and directs the strategic growth vision of the company.

Prior to joining Travel Impressions in late 2004, Hanratty spent seven years at Certified Vacations Group, Inc.(CVG), where he held two major roles - president and general manager of Future Vacations and vice president of corporate, marketing for CVG. While at Future

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Vacations, Hanratty developed the brand from its inception in 1998 to its present status as a major competitor in the industry. As CVG's vice president of corporate marketing, he directed the activities of three major marketing departments - trade/consumer marketing, partnership marketing and marketing services. Hanratty's responsibilities included developing the overall marketing and strategic plan, directing each aspect of the co-operative marketing process and design coordination and production of the supporting promotional campaigns and marketing collaterals for all three of Certified's brands.

While handling his other responsibilities at CVG, Hanratty was often called upon to revitalize other CVG brands. He successfully rebuilt and retooled the sales team and its selling approach to which ultimately improved each brand's territory performance.

Before CVG, Hanratty held the post of vice president of marketing and sales at Haverfield Corporation, where he grew its sales base by 400 percent over his five-year tenure at the company. He also developed long-term annual contracts with ten top Fortune 100 and 500 companies to provide a stable business base. In this position, Hanratty was also able to expand the company into international markets developing major projects in Canada, Spain and Argentina. Prior to the sale of the company, Hanratty was promoted to president.

Hanratty also held the vice president of marketing and sales title at Accutest/NDE, where he grew these national testing firms into the largest in the industry, ultimately operating a high tech testing fleet of nearly 200 mobile labs. In addition, he played an instrumental role in raising capital, by developing and presenting the company's marketing vision to the brokerage community in the New York IPO road show.

Hanratty graduated from Adelphi University with a BBA and MBA in management and marketing.

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Travel Impressions

Headquartered in Farmingdale, NY, with an additional office in Bethlehem, PA, Travel Impressions is a wholly owned subsidiary of American Express. Since its founding in 1974, Travel Impressions has taken more than five million travelers on vacations to Mexico, the Caribbean, Islands of the Bahamas, Bermuda, Costa Rica, Panama, Argentina, Brazil, Europe, Hawaii and the Continental U.S. Today, Travel Impressions provides leisure vacation packages to 150 destinations and more than 1,300 resorts and hotels worldwide, departing from cities nationwide. For more information please call 631-845-8000, or visit the website:

www.travelimpressions.com.

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