

PRESS RELEASE

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H SMAI RECOGNIZES TRAVEL IMPRESSIONS WITH A SILVER AWARD FOR LATIN AMERICA PRODUCT LAUNCH MATERIALS AT 17TH ANNUAL ADRIAN AWARDS GALA DINNER

NEW YORK, NY (Feb 2, 2007) The Hospitality Sales & Marketing Association International (H SMAI) recognized Travel Impressions with a Silver Award for advertising excellence for its winning entry for United Vacations Latin America launch materials (Advertising Series, Travel Industry) in the annual Adrian Awards Competition



Travel Impressions walked away with a Silver Award for advertising excellence at H SMAI s annual Adrian Awards gala held on Jan. 29 in New York. Pictured (L-R): Viktoria Brundisi, Senior Manager, Creative Services, Travel Impressions; Brent Asavamonchai, Manager, Specialty Sales, United Airlines; and Darleen Faust, Senior Graphic Artist, Creative Services, Travel Impressions.

We are extremely proud to receive this prestigious award, said Chief Marketing Officer John Hanratty. Our creative services team works tirelessly to produce quality, innovative

collateral pieces for Travel Impressions and it is truly a testament to their work to be recognized by HSMAI, he added.

HSMAI paid tribute to Travel Impressions during the 17th annual HSMAI Adrian Awards Show a gala black-tie dinner held on Jan. 29, 2007 at the New York Marriott Marquis, which was attended by more than 950 hospitality, travel and tourism industry and marketing executives.

These awards were handed out as part of the 2006 HSMAI Adrian Awards Competition, the largest and most prestigious travel event of its kind in the world, now in its 50th year.

This year's contest attracted more than 1,200 entries from 36 countries and destinations around the world, with entries judged by teams of experts from all sectors of the industry.

Travel Impressions

Headquartered in Farmingdale, NY, with an additional office in Bethlehem, PA, Travel Impressions is a wholly owned subsidiary of American Express. In both 2005 and 2006, Travel Impressions was the recipient of *Travel Weekly's* Readers Choice award for Best Tour Operator, Sales & Service and also for 2006 Best Tour Operator, Domestic. Since its founding in 1974, Travel Impressions has taken more than five million travelers on vacations to Mexico, the Caribbean, the Islands of the Bahamas, Bermuda, Costa Rica, Panama, Argentina, Brazil, Europe, the Islands of Tahiti, Hawaii and the Continental U.S. Today, Travel Impressions provides leisure vacation packages to 150 destinations and more than 1,800 resorts and hotels worldwide, departing from cities nationwide. For more information about Travel Impressions, visit the website: www.travelimpressions.com.

HSMAI

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region.

For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024; fax (703) 610-9005, or visit the web site at www.hsmi.org.

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