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**FOR IMMEDIATE RELEASE:**

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**Weaver Multimedia Group Chosen by LA INC. as Its Official Publisher**

LOS ANGELES — Weaver Multimedia Group has signed a multiyear contract with LA INC. to become the official publisher of the Los Angeles Convention and Visitors Bureau. As a result of this partnership, a variety of enhancements and new products will soon hit the market, including new print publications, expanded in-market distribution, foreign language guides and a revamped bureau Web site.

As the city's marketing voice to meeting professionals, travel professionals and leisure travelers, LA INC. selected Weaver to help reinforce its **"see my LA"** celebrity brand campaign through innovative publications and a reinvigorated Web site.

Weaver has a 20-year history of destination marketing as a travel publisher, creating guides for tourists, meeting planners, and travel agents and tour operators, as well as providing custom Web sites, virtual guides, e-marketing programs and online advertising for its clients.

"As a top US and International travel destination, our core mission is communicating LA's unique attributes to a variety of audiences," said Mark Liberman, president and CEO of LA INC. "Our publications and Web site are the primary channels for delivering this message, so it's crucial for us to have an expert team like Weaver take on this important role."

Weaver will publish maps and visitor guides for tourists, not only in English but also in several foreign languages. In addition, the company will create publications targeted to convention attendees, meeting planners, and travel agents and tour operators. Plans for a new Web site include restructuring the site architecture and reinforcing the LA INC. brand.

Key enhancements and new products:

- Increasing the amount of *Official Visitor Guides* from 100,000 to 500,000 annually, allowing LA INC. to reach out to more visitors.
- Greatly expanding the in-market distribution of the *Official Visitor Guide*, making it available at key hotels, attractions and points of entry around the greater LA area.
- Launching later in 2006, a redesigned [seemyLA.com](http://seemyLA.com) website, further extending the LA INC. brand online.

- New international guides, printed in four languages – Japanese, Korean, Spanish and a UK/Canadian version enabling international tourists from key markets more relevant information.
- A new, stand-alone map of *Official Map to LA*, a large, fold-out map with rich graphics that will help make LA easy for visitors to navigate

“The “See My LA” campaign and its celebrity testimonials have been a huge hit,” said Patti MacJennett, senior vice president of marketing at LA INC. “We’re excited to work with Weaver on seamlessly incorporating this into our publications and building the LA INC. brand through our marketing products.”

**ABOUT LA INC., THE LOS ANGELES CONVENTION AND VISITORS BUREAU:** A private, nonprofit business association contracted by the city of Los Angeles, LA INC. serves as an economic driver for the city by attracting conventions and leisure travelers to the area. Its 30-seat Board of Directors, representing a cross-section of the Los Angeles economy and business community, is composed of unpaid volunteers assisting the CEO with financial and operational oversight. LA INC.’s headquarters offices are in Los Angeles with international marketing offices in London and Tokyo. Additionally, LA INC. has sales representatives throughout the country who are focused on promoting LA as a convention and meetings destination to corporations and associations based in those respective geographical areas.

**ABOUT WEAVER MULTIMEDIA GROUP:** A full-service travel publisher, Weaver Multimedia Group supports the marketing initiatives of 17 major convention and visitors bureaus and state tourism agencies. Weaver works with top-tier cities such as New York City, Los Angeles, Chicago, Las Vegas, San Francisco, New Orleans, Philadelphia and Vancouver, B.C., creating print and online publishing programs that benefit both the destination and CVB members. The company also produces state visitor guides for Colorado and Wyoming, and maintains the tourism Web site of Colorado.