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FOR IMMEDIATE RELEASE:

CONTACT:

Justin Bresler, Director of Marketing, Weaver Multimedia Group
720-259-2129, justinb@weaver-group.com, www.weaver-group.com

**Weaver Multimedia Group Chosen by NYC & Company
as Official Custom Publisher for NYC Visitor Guides**

DENVER, CO — Weaver Multimedia Group has signed a multiyear contract with NYC & Company as its official custom publisher. Weaver will produce 14 publications annually for NYC & Company, including its flagship *Official NYC Guide*.

Weaver was selected by NYC & Company, the city's official tourism marketing organization, to help in its mission to build New York City's economy and positive image through tourism and convention development, major events and marketing the city on a worldwide basis — goals to be achieved in part through a strong publications program.

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 websites, virtual guides, e-marketing programs and online advertising for its clients.

“We are excited about our partnership with Weaver and the strong track record the Weaver team brings to the table,” said Cristyne L. Nicholas, President and CEO of NYC & Company. “As one of the largest visitor destinations in the world, New York needs a publishing partner that knows how to deliver compelling content for visitors, travel professionals and meeting planners while giving our members maximum return on their advertising investments. Weaver delivers.”

The 14 New York publications Weaver will produce are: the quarterly *Official NYC Visitor Guide*; annual *Official NYC Travel Planner*; annual *Official NYC Meeting Planner*; semiannual *Official NYC Map*; an *Official NYC VIP Delegate Map and Pass*; and one brochure per year in German, French, Spanish, Japanese and Italian. Weaver will undertake all editorial, design, photography, advertising sales and printing responsibilities. Weaver will also maintain and update the database of NYC & Company's 1,900 member businesses and organizations.

“New York City offers visitors some of the most exciting, diverse and rich experiences in the world,” said Lisa Mortman, Senior Director of Communications for NYC & Company. “Weaver's ability to bring that out in our publications — the energy, motion and vibrancy of our city and members — is exactly what makes them a terrific partner for NYC & Company.”

Weaver Multimedia Group is opening a fully staffed editorial and sales office in New York City to accommodate the unique needs of its newest client partner. The new office will also help facilitate an even closer relationship with NYC & Company.

ABOUT NYC & COMPANY: NYC & Company, the city's official tourism marketing organization, is a private, membership-based non-profit dedicated to building New York City's economy and positive image through tourism and convention development, major events, and the marketing of the city on a worldwide basis.

ABOUT WEAVER MULTIMEDIA GROUP: A full-service travel publisher, Weaver Multimedia Group supports the marketing initiatives of 16 major Convention and Visitors Bureaus and State Tourism Agencies. Weaver works with other top-tier cities such as Chicago, Las Vegas, San Francisco, New Orleans, Dallas and Vancouver, B.C., Weaver creates 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 website of Colorado and the website of the Philadelphia Convention & Visitors Bureau.

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