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FOR IMMEDIATE RELEASE

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Weaver Official Publications Inks Deal with Travelocity

Denver — Weaver Official Publications, an international leader in travel and tourism cross-media publishing, has signed a partnership agreement with Travelocity to jointly market top North American tourism destinations.

The partnership agreement provides Weaver an unprecedented opportunity to promote partner destinations via Travelocity's Web site. It provides another distribution channel that promotes the availability of *Official Visitors Guides* and assists Weaver in targeting qualified travelers planning trips. Visitors may now request an Official Visitors Guide from Weaver's partner destinations and opt-in to the bureau's leisure campaigns from the site.

Details of the agreement include 21,000,000 estimated total impressions on Travelocity's site with specific opportunities to geo-target ads via top feeder airports in Weaver's partner markets. 1,000,000 e-mail impressions per market in email blasts to Travelocity opt-in subscribers on behalf of each Weaver market and 3,000,000 run of site impressions are also included in the deal.

"This partnership by Weaver provides an opportunity to promote and differentiate Weaver's partner destinations to travelers utilizing Travelocity. And visitors to the site receive an invaluable resource in our Official Visitors Guides," said Peter Koclanes, President and CEO of Weaver Official Publications.

Weaver Official Publications, partners with a total of 13 destination marketing organizations. Weaver will publish six new guides in 2005 to bring the company's annual total to 45 publications. Weaver creates effective, top-quality cross-media programs and is committed to producing the most up-to-date programs for its partners. Weaver guides are full of information and a must-have for leisure and business travelers as well as meeting planners and travel trade professionals. For more information or to advertise in our guides, contact one of Weaver's Account Executives: Shawn Walsh 504-200-1800, Tricia Sperier 504-200-1802 and Melissa Stewart 504-200-1802

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