

Press Release

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Tourism Unlimited launches new press distribution service

Pull & push distribution of press releases leverages Web 2.0 capabilities and will help occasional publishers of press news to increase awareness

Munich, July 14, 2008 - Tourism Unlimited, the German PR and marketing agency specialising on tourism customers has announced a new press distribution service. The service addresses tourism boards, accommodation providers, dive operators, golf providers, spas as well as respective related industries. Press releases from these suppliers can be publicised through one of the seven dedicated press distribution portals Tourism Unlimited is operating. At the same time, the agency will push the releases to its segmented press distribution list in the German speaking markets. The new service is available immediately in English and German. The cost to publish a release starts as low as 129 Euro.

Judith Hoppe, Partner, explains: "With our 7 dedicated press distribution portals, we offer modern Web 2.0 technology to our customers who have not yet implemented these functionalities in their own web site. Especially small and medium-sized suppliers of travel products frequently go unnoticed with their only sporadically published press releases in today's global net of overwhelming information. In addition, the platforms will give travel journalists around the globe a one-stop-information source for text, images, videos and sounds."

The press distribution service complements the fully integrated managed press area service Tourism Unlimited has launched during ITB in Berlin in March this year.

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For further information, please visit one of the 7 press distribution portals at

www.HotelPressArea.com

www.DestinationPressArea.com

www.TourismPressArea.com

www.DivePressArea.com

www.GolfPressArea.com

www.SpaPressArea.com

www.CulinaryPressArea.com

or send an e-mail to contact@tourism-unlimited.com

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About Tourism Unlimited

Tourism Unlimited is a PR and marketing agency that also offers business development within their range of services. The agency has specialised in the tourism industry including destinations, hotels as well as tour operators, dive, golf & spa suppliers. The agency was founded by Judith Hoppe, Sandra Spier and Christoph Hoppe in 2007. Tourism Unlimited sets a high value on creating unique and efficient strategies for its customers focussing on a well-balanced individual communication mix.