

FOR IMMEDIATE RELEASE:

Ask Me About...Starting the New Year with a Perfect 10!

MIAMI, FL (January 31, 2008) Held every year in January, Caribbean Marketplace sets the tone for travel packaging in the Caribbean and is recognized as the most important tourism marketing event of the year for the Caribbean region. Upon qualification and approval by the Caribbean Hotel Association, the International buyers, such as niche marketers ASK ME ABOUT DESTINATION WEDDINGS, are invited to attend Caribbean Marketplace based on their proven capability and/or potential to sell the Caribbean as a destination.

Upon returning from this year's Marketplace, Marilyn Cairo & Hilary Lanzer, co-owners of the Miami-based Destination Wedding Call Center, take note of their newly formed partnership with 9 additional hoteliers throughout the Caribbean, bringing their collection to a total of 10 destinations and over 30 hotels. "We are thrilled to welcome Anse Chastanet, Jade Mountain, The Landings and Coconut Bay in St. Lucia; In Mexico - Valentin Imperial Maya and Unik Isla Mujeres; Oualie Beach in Nevis; Scrub Island (in BVI) joins our Private Island Collection and Puerto Rico makes it a **perfect 10** destinations with Rincon Beach joining our movement to promote Romance Travel to the travel agent distribution channel", expressed Cairo.

ASK ME is focusing on only those hoteliers who have an interest in expanding their business and distribution channel into the US. "With islands that focus mainly on the UK consumer, something is often lost in the translation when attempting to adapt to a US business model, in support of a new US-based flight plan. After all, the Romance Travel market is not internet or cost driven. With our loyal following of nationwide destination wedding specialists, ASK ME has something most Caribbean hoteliers truly need - a ready-made US-based distribution channel eager to become educated on their product and send business their way!" states the London-born Lanzer.

By focusing on the travel professional and helping them grow their business, ASK ME offers co-op payment of advertising and consumer related events, in order to co-brand on a regional basis. "Travel Agents have many a repeat client, and when we tap into this loyal consumer following by co-sharing advertising expenses, the ASK ME brand becomes visible locally. It's as if your neighbor is inviting you into their home ...and visibility of our partner hotels follows right through the door!" explains Lanzer, of their grass-roots marketing efforts.

"Ours sales & marketing technique is aggressive and pro-active...we literally ASK for the business!" clarifies Cairo of the "Power of One" business philosophy. "Our years of experience in this industry have proven that a travel professional's recommendation is of more value to the consumer than any (consumer) direct marketing approach. By focusing on the importance of each travel professional, as directly related to the success of ASK ME and our partner hotels, we co-share the responsibility of their success, thus forming life-long and lucrative business partnerships - it's a mutual investment and we are honored to be on their side, championing their efforts," confirms Cairo. And with that said, both Lanzer & Cairo look forward to their next Marketplace in Punta Cana, where they have set their sights on including the Dominican Republic as their next featured destination.

For further information on **ask me...**
(877) 44-ASK ME or (305) 665-9460 or visit:
www.AskMeAboutDestinationWeddings.com

About Ask Me:

Ask Me is a multifaceted wholesale company, dedicated to moving market share and generating a solid & consistent revenue stream for their hotel partners, within the destination wedding & honeymoon niche. The Ask Me program combines sales, marketing and education as the core of its success and recognizes the strongest distribution channel any hotelier can have, is the support of the travel agent community. Ask Me reaches brides & grooms via multi-media co-operative advertising ventures, incorporating the latest technology with a grass roots philosophy, while creating a memorable experience for all parties involved in a destination wedding. Partner hotels are located in the Caribbean, Central America and Mexico, with expansion planned for Hawaii and Europe in 2009