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Ask Me About... Pro-activity results in Productivity!

MIAMI, FL – (NOVEMBER 21, 2007) How do you get the biggest distribution channel in the industry, the travel agent community, involved in actively selling your product? Just Ask Me...

On a recent road trip through Central PA with the Eastern Travel Association, Hilary Lanzer, VP of Sales for Ask Me About Destination Weddings, educated more than 300 pro-active agents, distributed over 1500 brochures of their active hotel partners, and sourced proactive agent participation in the vast array of nationwide bridal shows & regional bridal advertising conducted in the Q1 Selling Season.

As Lanzer rifles through the mound of responses to the Ask Me... Proactive Function Request Forms distributed during the 3-day trade show, it is clear that agents are looking for sales & marketing support in this lucrative niche market. "The response has been phenomenal," says Lanzer. "These are the core agents in PA who will help move market share to our partner hotels". Among available proactive functions are Agency Consumer Nights with an added-value promotion available only to those clients that attend. These consumer nights often are conducted just after a local bridal show, another must-do pro-active function utilized through the Ask Me... marketing program. Says Lanzer, "Our marketing representation for our partner hotels includes an option for a trip-give-away, which is bartered for promotional advertising value representing a minimum 3-to-1 ratio in comparison to the value of the trip. It's how we can offer our partner hotels the biggest bang for their advertising buck. We offer these trips for consumer shows where we have a strong call to action, working the booth with a productive agency that knows how to close a sale. In today's market, a trip giveaway with no pre-event promotion or representation at the event is of little value to the hotelier. The call to action is lost in the wind!"

Visibility is key to the pro-active agent: These are the agents who will participate in bridal shows from large to small, exclusive designer trunk shows. These are the agents who will pay for their agency name in bridal publication tag ads. These are the agents who want to work with supportive suppliers through a personal relationship...after all, people do business with people. Their clientele is mostly from word of mouth referrals, repeat business brought in by superlative service...high-end clientele who value service over price.

With that in mind, Ask Me ... is the **only** company in the industry offering the travel professional a turnkey operation for their bridal booth participation. The Bridal Show Kit offers branded collateral to include everything the travel professional needs to present a unified & proactive bridal booth. From a branded Wedding/Honeymoon banner to branded data sheets, a branded polo shirt, name tag and flyers endorsing the agency as a Romance Travel Specialist. "Wow! *This is truly a program that I can use. As a full time Travel Agent who specializes in Destination Weddings and Honeymoons for the past 20 years; I am looking forward to working with the Ask Me... program. I feel like I can focus on bringing in the clients and selling them the destinations and the TOTAL Wedding package from A to Z. A professional Sales & Marketing Team, help with consumer shows & consumer nights, and a regional marketing campaign will mean more revenue for my agency. To be commissioned on the wedding packages only makes sense. We have done business with Hilary & Marilyn (Cairo, VP Marketing) for years and have the utmost confidence in their abilities. In today's environment, that means a lot to us. We choose our partners based on relationships and we have had excellent results with them in the past*", states Drake Hiller President & CEO of Ace Travel House, Inc. More details on this marketing tool and others will be presented at the first **Ask Me Love Lunch** debuting on Thursday, December 13th hosted by MailPound™!

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 and Mexico, with expansion planned for Hawaii, Europe and Central America in 2008.

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