

FOR IMMEDIATE RELEASE:

Weddings in Paradise! Ask Me... adds private island to partnership!

MIAMI, FL – (OCTOBER 8, 2007) - Ask Me About Destination Weddings has formed a partnership with an exclusive spot in the Caribbean where guests can select from a choice of villas or rent the whole 4-acre island for their destination wedding group....Personal butlers are included!!

Cayo Espanto, a private island paradise combines the ultimate in luxury and seclusion. Located three miles from San Pedro, off the coast of Belize, Cayo Espanto is an exclusive resort for the discriminating few who demand the best that life has to offer. Imagine being marooned on your own private island! A lullaby of waves softly caressing the shore and gentle trade winds rustling nearby palm fronds ease you into absolute relaxation. Now imagine getting married there!

Although less than two hours from Miami, Dallas, and Houston, Belize remains virtually undiscovered in the calm waters of the Western Caribbean. And yet, romance travelers have found the soft adventure of this Central American country an attraction not to be missed.

According to the Mintel Report; "Echo Boomers Say I Do to \$10 Billion Destination Wedding Market", May 30, 2007; published in Market Watch by Dow Jones: *"Even though marriage rates are declining, the Echo Boomer group shows major potential due to their sheer numbers and higher interest in destination weddings," said Chris Haack, analyst for Mintel. "This younger generation wants all of the benefits of a traditional ceremony, with the adventure aspect added to their experience. Traveling and having an intimate ceremony is becoming a more cost-effective option for many couples, and marketers can take advantage of this messaging when they appeal to younger couples."*

With consumers waiting longer to marry, Echo Boomers present the largest target demographic for destination weddings. The median age stands at 26 for today's bride and 27 for grooms. Between 2007 and 2018, the number of people turning 27 will grow by a third as the Echo Boomers become of age. This demographic will comprise two out of every three brides by 2012. And so it seems that the destination Wedding niche is bound for another huge growth spurt.

Most hotels do not have a dedicated wedding department to cater to this market, in turn limiting their growth potential in this niche. Through the Ask Me Reservation Center, all arrangements related to the wedding event will be handled by our experts, allowing on-site staff the opportunity to focus on delivering the experience. Hotels focused on the Romance Travel market and who want to increase their market share, are encouraged to call us!

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 2008.

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