



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### ***THE DMC NETWORK LLC GROWS WITH THE ADDITION OF CANADIAN DMC, ALTIMA CONCEPT, INC.***

**SAN RAMON, CA, May 24, 2010** - Continuing its expansion into new locations across North America, the DMC Network proudly announces the addition of its latest network partner, Altima Concept, Inc. serving Montréal, Quebec City, Ottawa and its surrounding resort areas.

“The DMC Network is unique in the industry in that it offers clients the ‘best of both worlds’ by providing the key compliance and consistency standards one would expect from a wholly owned company combined with the local expertise and depth of resources that an independent DMC offers,” says Laurie Sprouse, CITE, CMP, DMCP, Sales and Marketing Chair for the DMC Network. “The addition of Altima Concept not only brings another quality member to our group and extends our footprint, but it provides even more expertise and resources in Canada for our clients. Altima Concept is a fresh face in DMCs and we are thrilled to align ourselves with such a creative and innovative company.”

Altima Concept was established in 2000 to offer one-of-a-kind DMC service in a one-of-a-kind Canadian market. Its team of highly experienced young professionals lends their energy and enthusiasm to every event—whether it’s a traditional program or an unprecedented event.

“At Altima Concept, we share the DMC Network’s vision and goal for outstanding service so our affiliation is a perfect fit,” says Altima Concept’s Director of Sales, Filipe Nepomuceno. “I view the Network as a healthy, growing tree with far-reaching branches and now, as one of those branches, our team can feed the Network with knowledge of our own unique destinations and in turn become nourished by fellow member companies. Our industry is ever-evolving, and we are delighted at the prospect of evolving together with the DMC Network.”

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#### **About Altima Concept, Inc.**

*Established in 2000, Altima Concept was conceptualized to answer the need for quality DMCs’ in Montréal, Quebec City, Ottawa and its surrounding resort areas. By utilizing a “partnership approach,” the Altima team works closely alongside clients to ensure that a vision is realized, and that each event is a memorable and successful venture from start to finish.*

#### **About the DMC Network, LLC**

*Unique in the industry, the DMC Network is an LLC of the top-performing, independently owned DMCs throughout North America. With an average of over 24 years in business, each DMC Network partner delivers unsurpassed knowledge of their market and a confidence that they are a sound, professional organization that consistently exceeds clients’ expectations. With an insider’s knowledge, the DMC Network produces effortless meetings and events around the world. With more than twice the number of accredited companies than any other organization of DMCs, strict adherence to ethical and operational standards and ongoing training, the DMC Network is advancing the industry and delivering success again and again. Through an alliance with Ovation Global DMC, the DMC Network reach extends across Europe, Middle East, Africa, Asia and South America.*