

## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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### **DMC NETWORK, LLC AND OVATION GLOBAL DMC ANNOUNCE INTERNATIONAL ALLIANCE**

San Francisco, CA (February 19, 2008) – **DMC Network, LLC** and **Ovation Global DMC** announced today an international alliance offering premium destination management services through a full network of companies from 60 key locations across the United States, Canada, Europe and the Middle East. Clients who retain this newly created network of organizations will be assured of first-class service for meetings, incentives, conferences and events in most all metropolitan locations around the globe. Destination Management Companies (DMCs) specialize in the logistics, details and planning of meetings and events. Their services include arranging catering, meals, entertainment and travel management, as well as providing guides, and hosted private tours, usually not available to the general public. The combined annual billings for the DMC Network and Ovation Global DMC are well over \$200 million.

“This is a win-win-win for our clients of The DMC Network and Ovation Global DMC. With our 30 year legacy, The DMC Network is the first and oldest alliance of top ranked DMCs in the US and Canada. This new alliance with Ovation Global DMC now offers our clients a value extending well beyond the limits of North America to new and vibrant destinations in Europe, The Middle East, and beyond,” announced Linda Thompson, CMP and President / CEO of Cappa & Graham, Inc. a leading Meetings, Events and Destination Services Company in San Francisco, and newly appointed President of The DMC Network.

Pádraic Gilligan, Managing Director of Ovation Global DMC, and current international president of the Society of Incentive & Travel Executives, based in Dublin, said, "Though our alliance with The DMC Network our customers, who are typically European corporations and associations, we're now able to offer seamless destination delivery all over the US and Canada."

Gary Newman, Managing Director for Briggs NYC and past President of The DMC Network, made this partnership a top priority, adding, "This alliance is significant to a vast number of new projects to strengthen our relationships with clients, by providing more of what they demand and need in this ever-shrinking world of ours."

Both the DMC Network and Ovation Global DMC have robust sales and marketing plans in place involving key trade show marketing, direct mail, electronic and web marketing, face to face sales, educational and familiarization trips and customer events. This new sales and marketing alliance will facilitate the reciprocal promotion of each organization's locations, opening up new destination experiences to all customers.

#### **About The DMC Network**

The DMC Network is a membership alliance of full service destination management companies serving over 50 North American destinations. Our members must meet annual compliance standards in the areas of client satisfaction, insurance coverage, financial stability and professional affiliations. The skills of our DMC staff are enhanced through an ongoing educational and professional networking program. Members of the DMC Network are consistently recognized as leaders in the meetings and events industry.

#### **About Ovation Global DMC**

Ovation Global DMC offers consistent and seamless world class destination management services at 12 locations – Arabia, Austria, Belgium, Czech Republic, France, Germany, Ireland, Italy, Scandinavia, Spain, Switzerland and the UK. Currently employing over 100 professionals, Ovation generates over \$10m annually in gross margin. The thought-leader in destination management, Ovation draws on the experience of an expert management team operating high touch incentive and corporate meeting programs in the Europe and Arabia region for more than 15 years.

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