



NEWS RELEASE

FOR IMMEDIATE RELEASE

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DMC NETWORK ANNOUNCES ALAN WAXLER GROUP OF LAS VEGAS, NEVADA OUR NEWEST DMC NETWORK COMPANY

San Ramon, California, (March 16, 2010) – The DMC Network, LLC has chosen to add another great DMC to the DMC Network - Alan Waxler Group (AWG), a Las Vegas, Nevada based Destination Management Company (DMC). “Las Vegas is such an important market to the DMC Network. In a field of 27 DMCs, AWG, the only charter Association of Destination Management Executives (ADME) accredited DMC in Las Vegas, stood out as the partner of choice for the DMC Network”, said Fabienne Hanks, CMP, DMCP, Director of Membership, DMC Network and President, The Meeting Manager (TMM) in Southern California.

“It is with great pleasure that AWG has joined the DMC Network”, said Alan Waxler, President of AWG. “As members of ADME for over 12 years we have built sound relationships with many owners/members of the DMC Network throughout the years. We look forward to more interaction with our existing relationships and also cultivating new associations. Through this network of affiliations we see a new opportunity for growth and expansion. There is an invaluable benefit of continuing education, benchmarking industry standards and evaluation of business ethics and other operational processes. We look forward to working in support of all our new partners and enjoying a win-win bond in the future.”

About Alan Waxler Group (AWG):

AWG... is your single source for destination services in Las Vegas. This multi-faceted company provides the “cutting edge” in the development of a comprehensive event experience. Whether it is one or more services, AWG is available to assist with fresh and exciting concepts. We find it important to focus on building relationships that inspire trust and loyalty. If we meet your expectation, we will also meet ours.



AWG... is a one of a kind destination management company (DMC). With more than 14 years of experience, we keep pace with the dynamic growth in Las Vegas. There is constant growth including new hotels, expansion of existing hotels, meeting space, new venues, activities, entertainment and shopping that all contribute to the influx of groups choosing Las Vegas as a destination. AWG has proven versatility with a full-service DMC, a Special Events Company, Model/ Talent Agency and AWG Charter Services Transportation Company offering charters, tours and easily transporting groups in style, comfort, and safety.

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About the DMC Network, LLC

Unique in the industry, the DMC Network is an LLC of the top-performing, wholly owned destination management companies (DMC's) in more than 50 North American destinations. With an average of more than 24 years in business, each DMC in our network delivers unsurpassed knowledge of their market and strong relationships that ensure our clients have local market access, buying power and cost efficiencies. Through our alliance with Ovation Global, we extend our reach around the globe across Europe, Middle East, Africa, Asia and South America.

Leading with more industry accreditations than any other network organization, we adhere to strict ethical and operational standards. Collectively, we are advancing the industry and delivering success to our clients year after year.

With an insider's knowledge of both the world's premier destinations and the clients who's businesses take them there, we make it effortless to produce meetings and events and let you do business your way. We represent many destinations but deliver based on one relationship - the one with you.

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