



Virtual Works Partners with VFM Leonardo to Boost Online Visibility of Costa Rican Hotels

Costa Rican hotels to distribute videos, 360° virtual tours and photos across the most universally accepted and largest visual content distribution network for the global travel industry of over 30,000 websites.

TORONTO, ON & COSTA RICA – February 12th, 2009 – Virtual Works, Costa Rica's leading provider of rich media content for hotels, today announced its partnership with VFM Leonardo, leading distributor of digital photos and rich media for the global travel industry, to maximize the online visibility of Costa Rican hotels on all of the websites travelers use to research and book hotels online.

The Virtual Works-VFM Leonardo partnership gives Costa Rican hotels the opportunity to utilize VFM Leonardo's VScape® Digital Asset Management platform to distribute their digital photos and rich media to all four Global Distribution Systems, Pegasus and thousands of travel websites that millions of in-market travel shoppers use to research, compare and book hotels online. VScape is the most cost-effective solution for hotels that maximizes their online visibility, better merchandises their properties and ultimately leads to increased bookings through electronic channels.

Hotel rich media is not only demanded by travelers, but it also influences booking decisions. Studies prove that hotels displaying rich media on their own websites and third party websites get more bookings because it creates a "pre-lodging" experience that helps travelers determine which hotel best meets their expectations, gains their trust and confidence in their booking decisions.

"By partnering with VFM Leonardo, Virtual Works is taking their service offering to the next level. Of course it's important for hotels to have rich media, but it's even more important that they put it in front of millions of in-market travel shoppers. With access to our distribution network, Costa Rican hotels have the opportunity distinguish their properties based on value, not price and drive more bookings and revenue," Paolo Boni, CEO, VFM Leonardo Inc."

"In challenging economic times, it is critical for hotels to take a step forward and promote themselves in the most intelligent, measurable and cost-effective way. Convincing buyers through rich media demands a small investment and generates enormous benefits in a fast and measurable manner," states Juan Carlos Madriz, President and General Manager of Virtual Works. "We generate rich media of world class quality for our hotel clients and VFM Leonardo has the ability to place this content in front of millions of buyers, when they are ready to make a decision."

About Virtual Works

Virtual Works is the leading provider of rich media content for hotel promotion in Costa Rica. Through interactive high quality tools (360° Virtual Tours, Videos, Web presentations, Virtual brochures, among others) Virtual Works helps its clients to differentiate themselves in the highly competitive Internet market, allowing hotels to show their product in a virtual manner, thus generating a great trust from their buyers. Virtual Works produces online visual content for hotel brands such as Marriott Hotels & Resorts, Occidental Hotels & Resorts and Barceló Hotels & Resorts. For more information, visit www.virtualworks.biz

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About VFM Leonardo

VFM Leonardo is the world's largest provider and distributor of online visual content for the hotel and travel industry. VFM Leonardo's content library includes more than one million digital photographs, videos and 360° virtual tours for over 80,000 hotels and resorts worldwide. Through VScape, VFM Leonardo distributes this content to its online media network of all four Global Distribution Systems, Pegasus, and 30,000 plus travel-related channels including online travel agencies, travel research and supplier web sites, search portals and major travel intermediaries. VFM Leonardo's online media network includes industry leaders such as Sabre, Galileo, Travelocity, Orbitz, Priceline, Tripadvisor, Yahoo! Travel, Kayak, Google and many more. For more information, visit www.vfmleonardo.com.

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