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For Immediate Release

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ISM Celebrates 25th Year in the Travel and Lifestyle Marketing Business

Agency gathers clients, staff and business community to commemorate silver anniversary

BOSTON, MA -- ISM, a consulting, marketing and advertising firm that specializes in problem solving for premier travel and lifestyle brands, recently marked its 25th anniversary by hosting a special celebration filled with friends, staff and clients.

What started as a two person consulting company has today grown into one of the most respected travel marketing and advertising firms in the world, boasting such clients as American Express, Four Seasons Hotels and Resorts, Emirates, The United Nations Foundation, Abercrombie & Kent and more.

Founded in 1984 by hotel marketing expert Irma Mann, the company initially operated as Irma S. Mann, Strategic Marketing, Inc. Shortly after launching the firm, Irma recruited her former colleague and current ISM President and CEO, Gary Leopold, who had been the Corporate Director of Public Relations at Sonesta International Hotels Corporation and eventually bought the firm in 1999.

Leveraging their collective experience in the travel industry and servicing such early clients as Sonesta, Holiday Inn and Sheraton Hotels, the company quickly established itself as an innovative marketing and consulting firm within the hospitality sector. As the agency took on a more diverse roster of clients in the travel and lifestyle categories, it gradually expanded its capabilities to include advertising, loyalty programs, custom publishing, digital marketing, and social media.

“Much has changed in the business of travel over the last 25 years, but our focus has always remained on solving problems, leveraging our unique expertise as consultants in the category, and building creative solutions that successfully deliver on our strategies,” remarks Gary Leopold, ISM’s President and CEO, “To be able to celebrate our success and longevity with so many good friends, colleagues and clients is really special and extremely gratifying.”

ISM is based in Boston and features a passionate team of senior-level staff from the client side of the industry alongside top creative talent from many of the country's best consulting and marketing communications firms.

Among the premier brands that have turned to ISM for its expertise and unique approach to solving problems are Harley-Davidson, Hong Kong, Barbados, The Islands of the Bahamas, Massport, Cape Cod Potato Chips, Best Western, The City of Detroit and Foxwoods Resort Casino.

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