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For Immediate Release

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ISM WINS DEPARTURES MAGAZINE LUXURY MARKETING AWARD

Agency also scores six Gold Awards in global advertising competition

BOSTON, MA -- ISM, a Boston-based marketing and communications consultancy specializing in problem solving for premier travel and lifestyle brands, was honored with the DEPARTURES Magazine Luxury Marketing Achievement Award and 18 other awards, including six Gold Awards, at the Hospitality Sales & Marketing Association International (HSMAI) 53rd Annual Adrian Awards Competition.

The DEPARTURES Magazine Award recognizes creativity, effectiveness in appealing to consumer's emotions and evoking a luxury experience, execution and results against stated objectives. The winning campaign was developed by ISM for the Abercrombie & Kent Residence Club and was built around the theme, "Own the Extraordinary."

Chosen from over 1100 entries from around the world, the Award was bestowed by a distinguished panel of judges that included Claudio Del Vecchio, Chairman and CEO of Brooks Brothers; Linda Maiocco, Sr. Vice President of Marketing and Public Relations for Acqua di Parma, Givenchy, Guerlain & Pucci; Laura Anzani, Chief Operating Officer of Poliform USA; and Mark Stanich, Sr. Vice President and Chief Marketing Officer of American Express Publishing.

ISM was also honored with Adrian Awards for its work for such clients as American Express, Best Western, Emirates and Four Seasons Hotels & Resorts.

"We're very proud of the partnerships we've forged with all our clients and we're honored to have those partnerships be recognized by the industry," explains Gary Leopold, ISM's President and CEO, "We greatly appreciate the opportunities our clients give us to tell their brand stories in new and compelling ways and we continue to try and push the envelope to get their message out in an increasingly noisy marketplace."

Samples of the winning creative can be viewed within the Adrian Awards Winners Gallery at www.adrianawards.com with additional campaigns highlighted on ISM's website at www.ismboston.com/work.html.

About ISM

ISM has been creating stories that travel and innovating in the category since 1984. Founded as a consulting firm, today the company's services encompass all forms of digital and traditional marketing communications delivered by a unique and skilled team that has served on both the client side of the travel industry and in senior positions at some of the world's most recognized advertising and branding

agencies. Among the clients that have turned to ISM for its expertise are Abercrombie & Kent Residence Club, American Express, Barbados, Best Western, Emirates, Four Seasons Hotels and Resorts, Harley-Davidson and the United Nations Foundation.

About HSMAI

HSMAI is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings®. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102; (703) 506-3280; fax (703) 506-3266, or visit the website at www.hismai.org.

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