

For Immediate Release

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ISM Awarded Top Travel Industry Honors

Agency's work with Emirates and Best Western receives gold Magellan awards from Travel Weekly

BOSTON, MA -- ISM, a consulting, marketing and advertising firm that specializes in problem solving for premier travel and lifestyle brands, has been recognized by *Travel Weekly* with two gold and two silver 2009 Magellan Awards for marketing campaigns and advertising created on behalf of clients Emirates and Best Western International. The Magellan Awards honor the best in travel and is considered the industry's premier awards program drawing entries from around the world.

Garnering top gold honors was ISM's attention-getting outdoor campaign for Emirates promoting the airline's recent route launch in San Francisco. The agency's work with Best Western took home three awards within the hotel and resort category: a gold for the viral video "BusinessPlus" which parodied the much publicized US congressional hearings criticizing excessive travel spending by corporate CEOs, and two silver awards for integrated campaigns supporting seasonal promotions.

"We feel fortunate to have clients like Emirates and Best Western that foster the kind of collaboration that allows for breakthrough work and great results. To have such an impressive group of judges agree that we're doing something special is very gratifying for the agency and our clients," remarks Gary Leopold, President and CEO of ISM.

Judges for 2009 included such industry notables as Bob Dickinson, the former President and CEO of Carnival Cruise Lines; Peter Greenberg, Travel Editor for CBS News; Patricia Schultz, author of *1,000 Places to See Before You Die*; Marilyn Carlson Nelson, Chairman of Carlson and other leading travel experts.

About The *Travel Weekly* Magellan Awards

The *Travel Weekly* Magellan Awards is the premier awards program for the travel industry. From design to marketing to services, the awards honor the best in travel and salute the outstanding travel professionals behind it all. Honoring a broad range of industry segments including Hotels and Resorts, Travel Destinations, Cruise Lines, Online Travel Services, Airlines and Airports, Travel Agents and Agencies, Tour Operators and Car Rental Companies, the Magellan is the award to win if you are in the business of travel. Please visit www.travelweeklyawards.com to view all of this year's award winners.

About ISM

ISM provides innovative marketing and advertising solutions to leading travel and lifestyle brands. The agency is based in Boston and features a passionate team of senior-level staff from the client side of the industry alongside top creative talent. Creating stories that travel since 1984, ISM includes among its current clients Four Seasons Hotels and Resorts, American Express, Emirates, Abercrombie & Kent Residence Club, Best Western and the United Nations Foundation.

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