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FOR IMMEDIATE RELEASE

ASSOCIATION OF TRAVEL MARKETING EXECUTIVES ANNOUNCES 2008 ATLAS AWARDS WINNERS

***LEADING INDUSRY EXECUTIVES RECOGNIZED FOR OUTSTANDING ACHIEVEMENTS,
GROUNDBREAKING RESULTS AND INNOVATIVE TACTICS IN TRAVEL MARKETING***

NEW YORK, NY – (May 28, 2008) – – In the midst of a recession threatening the travel and tourism industry, the Association of Travel Marketing Executives (ATME) is taking time to boost morale and recognize some of the most innovative leaders and companies in travel marketing during its 28th Annual ATLAS Awards banquet, sponsored by Discover Network, on June 12 at Red Rock Casino in Las Vegas. ATME is a network of travel marketing professionals committed to enhancing skills, recognizing excellence, and providing innovative and effective marketing ideas and solutions within the industry.

The ATME ATLAS Awards were created to honor and promote leaders and innovators within the travel industry who have displayed breakthrough thinking and leadership specifically in marketing. Some of the top categories recognize executives and companies for innovative tactics, results-oriented programs and broad marketing vision. Submissions were accepted online and judged by a group of expert panelists, evaluating effectiveness and results.

New to the 2008 Awards is the Top Marketer Category, which recognizes people behind successful marketing initiatives and strategies. This year's recipients are **Kirk Thompson** of **Hilton Hotels** and **Joanne Smith** of **Delta Airlines**.

Recipients of other ATME Atlas Award categories include:

Inspiration:

CTO Foundation

Innovation, presented by Las Vegas Convention & Visitors Authority:
Red Rock Resort / Station Casinos

Outstanding Woman in Travel, presented by American Airlines:
Beverly Nicholson-Doty

Green Innovation:

Kimpton Hotel & Restaurant Group

Best Cruise Line Branding:

Norwegian Cruise Line

Best Branding: International Destination:

Dubai

Best Overall Branding:

Travelocity

Best Hotel Branding:

Residence Inn Marriott

Best Airline Branding:

Singapore Airlines

Best Branding, Airline Launch:

Virgin America

Best Destination Branding:

California Tourism

About ATME

The Association of Travel Marketing Executives (ATME) is a professional association of senior-level executives with vital responsibilities in the marketing of travel and tourism worldwide. ATME's members represent airlines, hotels, resorts, cruise lines, car rental companies, advertising and public relations firms, travel marketing professionals, research groups and tourist offices of domestic and foreign destinations. ATME is a global network of industry marketing professionals committed to enhancing skills, recognizing excellence, and providing innovative, effective and provocative marketing ideas and solutions while enhancing the highest standards of travel leadership.

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