

The PLC and Voyage.tv Set the Stage for High-Definition Hotel Video Production, Marketing, and Distribution

New York, NY (July 13, 2010) - The Private Label Company ("The PLC"), the leading provider of international private label sales and marketing solutions, today announced the partnership with Voyage.tv, the upscale consumer media portal offering high-definition video content of travel destinations and travel-related experiences.

Continuing their mission to keep the client hotel's brand first and foremost in all their operations, The PLC and Voyage.tv are proud to introduce a comprehensive suite of video services that allow hoteliers to communicate their brand to an increasingly media-savvy audience.

Voyage.tv, headquartered in New York City, brings together accomplished travel professionals and cutting-edge video production to create high-definition content that is compelling, current, accurate and, above all, personal.

The combined effort enables hoteliers to showcase their properties and brand with customized high-quality videos, comprehensive video search engine optimization, and an integrated video marketing and distribution platform.

Client hotels gain professional filming and editing services, as well as full use of the videos and photo stills for hotel websites and communication materials. Benefits include access to an array of growing distribution partners representing 40 million cable television homes with providers like Cablevision and Verizon FiOS, online channels including Voyage.tv, social media giant YouTube, and strategic partners such as 5min.com and Daily Motion.

Post-production, The PLC integrates video into the hotel's marketing strategy with customized tools including brochures, confirmation emails and interactive email campaigns. Research shows that online shoppers viewing videos are more likely to book. In addition, video optimization ensures search engine recognition and top placement on results pages.

"The PLC's duty to our clients is to showcase their hotels in the most meaningful manner possible. Visually, we found no better company to partner with than Voyage.tv. They have the experience to truly take advantage of the Internet-media convergence we're experiencing today. Our services are incredibly complementary, and together, we allow our clients' brands to be experienced by consumers in the most visually compelling manner," says Jimmy Suh, Managing Director of The PLC.

John Pasmore, CEO of Voyages North America says of the relationship, "We're obviously excited to work with The PLC. They represent the most impressive properties in the world. Our expertise is using video to bring properties, experiences and destinations to life. At Voyage.tv we create and distribute content that works on all screens used by consumers."

About The Private Label Company, LLC

The Private Label Company, LLC. (The PLC), www.theplc.com, headquartered in New York City with operations in Los Angeles and major cities in Europe and Asia, has become the preeminent organization in providing private label sales and marketing services to hotel companies around the world. Solutions and services of The PLC include International Private Label Sales, Professional Copywriting and Language Translation Services, Reservation and Distribution Technology and Consultation, and High-Definition Video Production, Marketing, and Distribution. Among its many illustrious clients are Rocco Forte Collection, Banyan Tree Hotels & Resorts, Langham Hotels, Okura Hotels & Resorts, Six Senses Resorts & Spas, Taj Hotels Resorts and Palaces, Classical Hotels, Baglioni Hotels, Kimpton Hotels, Denihan Hospitality Group, Gansevoort Hotel Group, Lindner Hotels and Resorts, and Vienna International Hotels & Resorts. Using the offerings of The PLC, a hotel company can greatly extend its distribution and reach to meet the growing global demands. The results are increased revenue, greater brand recognition, and enhanced value for the hotel management company.

About Voyages North America, Inc

Voyages North America, Inc. along with its online platform at www.Voyage.tv create original programming on travel and the lifestyle interests of its audience ranging from gourmet to wellness. Voyage.tv is also available in over 43 million homes via free Video-on-Demand and is syndicated on-line with partners such as 5min.com, Daily Motion, YouTube and IslandsMagazine.com. Voyage.tv has launched 10 destination and lifestyle cycles in the past 12 months. Each program cycle combines rich editorial content with the visual intensity of television and interactivity of the Web. Voyage.tv video crews traverse the globe to capture the insider's perspective of each destination in vivid High Definition. Headquartered in New York City, Voyage.tv is backed by leading venture capital firm Syncom Venture Partners and La Macchia Enterprises.

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