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VOYAGE LAUNCHES INNOVATIVE MEDIA MODEL FOR LIFESTYLE AND TRAVEL PROGRAMMING

Combines Best of Existing and 'New' Media

NEW YORK (June 17, 2009) – Voyage today announced the launch of **Voyage.tv**, a next-generation media model that offers a fresh and innovative way for affluent consumers to pursue lifestyle and travel interests. Combining the rich editorial content that readers expect from high-end print media with the visual depth of television and the interactivity of the Web, Voyage.tv reinvents the way luxury travel is discovered, shared and ultimately purchased.

The essence of Voyage.tv lies in its original lifestyle programming. Initially available both online at www.voyage.tv and in 20 million homes via Video-On-Demand, Voyage.tv connects to the interests that shape consumers' travel choices.

Voyage.tv Signature Programming presents a diverse range of lifestyle interests in vibrant high-definition. *Gourmet* takes viewers on culinary tours exploring superb dining and hospitality around the world. Viewers visit the world's most luxurious and spiritually uplifting spas and health resorts with *Nirvana*. *Retail Therapy* captures the pace and thrill of world-class shopping. For the "best of the best" Voyage.tv presents *The Good Life*, revealing the activities, people and cultural events that makes a luxury destination unique.

Voyage.tv highlights established and emerging luxury destinations. Currently, Voyage.tv is showcasing the Caribbean with programming on 11 islands, with future spotlights to include New York, Mexico, Hawaii, Tuscany, Bali and Marrakech.

"Voyage recognizes that lifestyle interests such as food, shopping or wellness are important in defining who we are, and also happen to be primary drivers of luxury travel purchase," said Michael McNabb, CEO of Voyage. "

Where Can Life Take You?

Voyage.tv programming connects a range of content, features and tools that support dreaming, learning, sharing and purchase. These features include personal insights from local Resident Editors, dining and nightlife recommendations, articles from leading travel publications and unbiased video profiles of leading hotels and resorts.

"Every feature on the site is designed to help consumers explore what interests them," said John Pasmore, President of Voyage. "For example, someone could go from viewing a spa program, to the video profile about that resort, to an article by a Resident Editor. Ultimately, that consumer may decide to take the final step and arrange their own getaway by booking it on our site."

Age of Prosumer – A Blend of Professional and Consumer

At Voyage, members are creators and collaborators, not just media consumers. Voyage encourages its members to actively participate in the development and production of Signature Series Programming, earning both recognition and rewards. This collaboration results in the

creation of superior content, and more importantly, greater personal involvement on the part of the members.

To support this community partnership, Voyage is allowing public access to its digital mash-up library of full motion video encompassing over 20,000 HD clips, as well as a library of stock images and, in the future, music tracks. They can combine this footage with their own travel video and photography, and even produce their own 'feature' videos for the Voyage.tv site.

"By allowing the consumer to engage in the program development and production process, you ensure that there are stories that the audience wants to see," said Lee deBoer, a long time HBO executive and Voyage founder. "It results in highly relevant and targeted programming."

About Voyage:

Headquartered in Manhattan, Voyage, owned by Voyages North America, Inc., is backed by leading venture capital firm Syncom, whose past investments include BET, Radio One, XM Satellite Radio and Buenavision Cable, and La Macchia Enterprises, the holding company of The Mark Travel Corporation and Trisept Solutions. The company is run by seasoned media and travel professionals with executive experience at companies including HBO, ABC, About.com, Oneworld Media, Travelocity, Sherman's Travel and Starwood Hotels and Resorts.

Voyage can be found at www.voyage.tv, on Cablevision iO TV® digital television on channel 608 and Mag Rack Entertainment. The Mag Rack Entertainment platform is available to subscribers of Comcast, Cablevision, Insight Communications, Mediacom Communications, Verizon and AT&T U-verse.

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