

FOR IMMEDIATE RELEASE

COLLINSON MEDIA & EVENTS WELCOMES NEW VICE PRESIDENT OF BUSINESS DEVELOPMENT

ATLANTA, July 3, 2014—Collinson Media & Events has named Jim Reagan vice president of business development for the company's leisure division. In his new position, Reagan is responsible for leading the sales efforts for the leisure tourism division as well as developing strategic partnerships with leading digital companies, agencies, corporations and industry associations. Reagan has more than 28 years of media and advertising sales experience including time in local television, advertising, national print and digital video. Prior to joining Collinson Media, he was director of sales, Southeast, and global travel and tourism manager for SpotXchange. Under Reagan's leadership, SpotXchange became the leading video pre-roll provider in travel and tourism advertising. He also owned publisher representative firms working with leading publishers including Hearst Corporation, American Express, National Geographic and Reader's Digest.

"Jim Reagan's experience in new media enhances Collinson Media's ability to spread our client's stories across multiple channels, build their brand recognition and reach their goals," said Collinson Media President Chris Collinson. "His new position reflects our commitment to continued growth and development within the travel and tourism industry."

ABOUT COLLINSON MEDIA & EVENTS

Collinson Media & Events is a senior leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines, and destination information, which is distributed through broadcast and custom programs. More information about the company's brands and services is available at collinsonmedia.com.

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