



# News Release

## **VFM Leonardo Appoints Jeff Thomas as Vice President Global Distribution**

*Travel industry veteran to build on VFM Leonardo's expanded online media network*

**TORONTO** – November 6, 2008 – VFM Leonardo Inc., the world's largest provider and distributor of online visual content for the hotel and travel industry announced today that it has appointed Mr. Jeff Thomas to the new position of Vice President Global Distribution. In this position, Mr. Thomas will be responsible for managing all of the Company's visual content distribution relationships with all four Global Distribution Systems, online travel agencies, travel research and supplier web sites, search portals and major travel intermediaries.

Mr. Thomas is a 25 year veteran of the travel industry with extensive experience in online marketing and distribution. Prior to joining VFM Leonardo, he was the Vice President – Commercial Operations for Leonardo Media where until May of this year he led the company's online channel strategy. Before joining Leonardo Media, he served as Vice President Business Development for Open World Limited, a U.K. based web site design and marketing company. He has also built his portfolio of travel expertise working in various positions at Orbitz, Hyatt Hotels and Resorts, Galileo International and Holiday Inns Worldwide.

"I am delighted that Jeff is taking on the job of expanding our online media distribution network," said Paolo Boni, President and Chief Executive Officer of VFM Leonardo. "Our media network enables hotels to leverage the power of visual content to influence more travel consumers shopping for hotels online. Continually expanding the reach of this network is vital to our customers and Jeff is the ideal person to grow this side of our business."

"With more than one million images in our library and relationships with 80,000 plus hotels, VFM Leonardo offers our distribution partners the single largest and most current library of hotel images and rich media in the travel industry," noted Jeff Thomas. "Our objective is to make the entire process of distributing visual content a seamless process for hotels and distributors alike. I am very excited about joining VFM Leonardo and realizing the opportunities in front of us."

### **About VFM Leonardo**

VFM Leonardo is the world's largest provider and distributor of online visual content for the hotel and travel industry. VFM Leonardo's content library includes more than one million digital photographs, videos and 360° virtual tours for over 80,000 hotels and resorts worldwide. VFM Leonardo distributes this content to its online media network of 30,000 plus travel-related channels including online travel agencies, travel research and supplier web sites, search portals and major travel intermediaries. VFM Leonardo's online media network includes all four Global Distribution Systems, Pegasus as well as major travel-related websites and search portals such as Travelocity, Orbitz, Priceline, Tripadvisor, Yahoo! Travel, Kayak, and Google. For more information, visit [www.vfmleonardo.com](http://www.vfmleonardo.com).

-30-

**For more information visit [www.VFMLEONARDO.com](http://www.VFMLEONARDO.com) or contact:**

John McAuliffe  
Vice President & Chief Marketing Officer  
416-263-5672  
[john.mcauliffe@vfmleonardo.com](mailto:john.mcauliffe@vfmleonardo.com)