



Press Release

TOURISM AD CAMPAIGN FEATURES BVI ON CNN

Road Town, Tortola, and July 23, 2009 – Today a series of four television ads began airing on the international news network CNN, promoting the British Virgin Islands to the Caribbean and North American market. At last night's industry meeting, the four ads were viewed for the first time by members of the BVI tourism industry and public.

Featuring the scenic land and seascapes of the Territory, the ads are new 30-second spots that invites travellers to the shores of the BVI. Emphasizing that the ads will be played internationally, Chairman of the BVI Tourist Board, Myron Walwyn said, "These ads will be played on Cable News Network, commonly known as CNN, and not just Channel 23 locally. We all know the innovation CNN is known for which puts them ahead of other news networks. This ad campaign on the network will allow the Territory to reach the homes and offices of CNN's vast audience."

The ads will be aired on CNN's Headline News Network and the Airport Network. On the news network, the advertisement is scheduled to run during Anderson Cooper's AC 360, Monday through Thursday, 5-6am, CNN Newsroom, Monday through Friday, 10am-4pm, CNN Saturday Morning, 6-7:30am and CNN Sunday Morning, 8-9am.

On the Headline News Network, the advertisement is scheduled to appear between 6am and 4pm. On the CNN Airport Network, the ads are



scheduled to appear during peak morning travel, Monday through Friday, 6-10am and peak evening travel, Monday through Friday, 3-8pm.

This television advertisement builds on the successful *Discover Nature's Little Secrets* theme, showcasing the wide variety of accommodations available to visitors. Against a backdrop of local fungi music, legendary BVI radio talent, Dave Douglas tells visitors, "From your own room, to your intimate villa, to your own private island in the Caribbean Sea... so much to see, so much to do, enjoy your summer vacation with us and feel the British Virgin Islands!"

With exciting and authentic images of tourists enjoying beaches, sailing, scuba diving, festivals, and dining, the advertisement concludes with a clear and strong call to learn about summer travel offers at both the BVI Tourist Board web site and toll-free telephone number to the Tourist Board's call centre (800-835-8530).

Ads were shot with authentic images of the Territory, showcasing the talents of BVIIslandes and residents.

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Note to Editors:

A video clip of one of the four ads that are being aired on Cable News Network, CNN will be sent separately.