

For Immediate Release

CTM MEDIA GROUP LAUNCHES MOBILE 4 SKI INDUSTRY

STAMFORD, CT August 29, 2009 - Using the latest in SMS Technology, **CTM Media Group** developed a text marketing program specifically for ski resorts allowing them to send offers, powder updates, and news events to ski/board enthusiasts. This turn-key program helps properties increase revenue per guest for as little as \$99/per month while getting customers interacting with their brand.

CTM offers ski properties personalized keywords, which resorts can utilize in all their marketing initiatives: Print, Radio, Television, Brochures, In-House Promotions including Text Call Outs On Lift Tickets, Signage At Ticket Booths or Rental Areas- The possibilities are endless:

TRY IT NOW! Text SKI to 71297*

*Message and data rates may apply

Guest can receive messages daily, weekly, bi-weekly – or as often as a property determines. Pro-actively communicating with visitors is key to building a brand . Using CTM's platform and short code, different user groups and keywords can be set up to track customized promotions.

CTM's Mobile 4 SKI Program Features Include:

- Unlimited Keywords
- Ability To Send & Customize Your Own Alerts
- Create Unlimited Groups
(locals, visitors, mountain employees, etc)
- Get Notified By Email When People Text You
- Get Direct Access To Update Your Campaign 24/7
- Detailed Reporting
- Starting At Just \$99/month

About CTM Media Group:

Founded in New York in 1983 as Creative Theatre Marketing to attract and educate Broadway audiences, CTM Media Group has expanded its product lines and coverage to include 5 product divisions over 25 states and provinces in the U.S., Canada and Puerto Rico.

More than 74 million visitors per month use CTM Media Group products and information services to enhance their vacation and recreational choices. Many businesses in the tourism industry continue to choose CTM Media Group as an integral partner in developing their marketing strategy through Brochure Distribution, Digital Distribution, RightCard, Publishing and Printing.

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