

Ettractions Launches ExploreBoard – The Newest Interactive Visitor Information Resource

Stamford, CT – October 18, 2011

Ettractions, a leader in providing valuable visitor information, announced today the launch of ExploreBoard –the ultimate content driven virtual brochure display.

ExploreBoard is the newest way to reach the visitors market. Combining the dynamics of digital marketing with the impact of out of home and place-based advertising, ExploreBoard is transforming how and when visitors receive information. Utilizing high definition touch screens, ExploreBoard delivers engaging multimedia content in an innovative way. This cutting edge marketing tool targets travelers at high-traffic visitor locations such as Chicago’s Midway Airport, St. Louis’ Anheuser-Busch Tour Center, Foxboro Massachusetts Bass Pro Shop, Toronto’s Sheraton Gateway Hotel, and NYC’s The Mave.



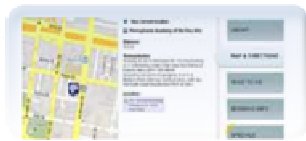
Take a Peek



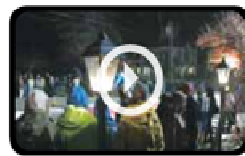
Take-Aways



Take You There



Take a Tour



The interactive 42-inch ExploreBoard provides visitors with a vast array of local attraction information including content rich descriptions, directions, action-packed images, videos, special offers and upcoming events. The touch screen, digital keyboard and QR codes allow visitors to transmit the content to their personal device for on-the-go access. ExploreBoard advertisers can easily update their content through the ettractions.com web platform.

“ExploreBoard embodies the way we search for visitor information. The touch technology made familiar to the general public through smart phones has now come to the big screen. ExploreBoard represents the latest distribution channel for Ettractions, which also includes social media, text alerts, eNews, mobile internet and the website Ettractions.com.” states Wouter Broekema, V.P. of Product Development.



For more information or to check out a quick demo of ExploreBoard visit ettractions.com/explore
Inquiries to host or advertise on ExploreBoard can be sent to sales@ettractions.com.

About Ettractions Inc.:

Ettractions Inc. is owned and operated by CTM Media Holdings, based in Stamford, CT. Ettractions provides a platform for visitors to plan their travel experience. Ettractions is a multi-channel digital marketing platform for the travel industry, focused on delivering relevant, business generated content to travelers and industry specialists and aggregators.

Ettractions works directly for local businesses in travel communities in North America to distribute their content to travelers online and on their phone. Specific distribution channels include:

- Ettractions.com
- Ettractions Mobile
- Ettractions Text Alerts
- Ettractions Social Media
- Ettractions eNews
- Ettractions Digital Signage

Ettractions offers content creation services including video production, social media, article generation, and tech services, such a custom SMS campaigns, and ticketing.



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