



VIRTUOSO SECURES NEW MEDIA ALLIANCES AND FORMS EXCLUSIVE TRAVEL ADVISORY BOARDS

NEW YORK (December 3, 2009) – Virtuoso[®], the leading luxury travel network, is pleased to announce new partnership alliances with a series of Bonnier Corporation lifestyle magazine titles, including *ISLANDS*, *SPA*, *SNOW*, and *SAVEUR*. Each magazine will feature its own Virtuoso Travel Advisory Board – comprised exclusively of Virtuoso members – allowing readers to find and collaborate with the most appropriate Virtuoso travel advisor, providing the ideal specialty to match any reader’s wanderlust.

The magazines’ Virtuoso Travel Advisory Board members will develop specialized itineraries, featuring some of the world’s finest travel providers and destinations. Customized itineraries, from delectable culinary escapes to snowy-white ski adventures, will be showcased within the pages of these magazines, as well as on their respective Web sites.

“Virtuoso is pleased to have these well-respected publications recognize the value that our member advisors bring to their organizations and to their readers,” said Matthew D. Upchurch, CTC, CEO of Virtuoso. “The increased popularity of niche travel, such as culinary trips, calls for an expert travel advisor who knows the product thoroughly, and can build trust with the consumer while creating a customized itinerary that makes the pages of the magazine come to life. *ISLANDS*, *SPA*, *SNOW*, and *SAVEUR* have cleverly identified a new level at which they can engage their readers, and Virtuoso Travel Advisory Boards provide the perfect match to fulfill these opportunities.”

Virtuoso is also proud to announce the *SAVEUR* Travel Advisory Board, which consists of travel advisors specializing in culinary travel and destinations renowned for great cuisines, wines and spirits. A full list can be found below.

“Our new alliance with Virtuoso is an extraordinary one and we are eager to put our exclusive travel advisory board to amazing use come early 2010,” said Merri Lee Kingsly, publisher of *SAVEUR*. “We have quickly established an incredible bond with these 54 very well-connected Virtuoso travel advisors, who will create exceptional culinary packages, based on their established relationships. We tapped into the leading luxury travel network because they understand the intricacies of countless destinations, as well as our readers’ needs. We want to see these advisors flourish and will work hard to help them do so.”

Specifically, these *SAVEUR* advisory board members will receive special benefits including involvement with the magazine’s consumer and industry events; exposure via www.SAVEUR.com/virtuoso, allowing readers to pick the board member that best fits their interests in culinary travel; inclusion in regular e-mail blasts to *SAVEUR* readers with culinary trips created/sourced by advisory board members, and prominent exposure within each issue of the magazine through advisory board advertisements featured in each issue. These advertisements, seen below, will showcase six board members and the destinations where they have recently traveled:

SAVEUR Travel Advisory Board Advertisements:

ADVERTISEMENT

SAVEUR | TRAVEL

ADVISORY BOARD

exclusively Virtuoso

DISCOVER WHERE THEY'VE BEEN...
Our board members travel every inch of the globe to bring you the best in culinary destinations. Here, we highlight some of their most recent trips:

 **SANDEE LITWIN** just came back from the One & Only Palmilla Resort, having stayed in a pool villa. Heaven! Only thing better was the food, including some of the best sushi we have ever eaten.

 **STACY LUKS** just returned from Vietnam, Malaysia, and Singapore. All three are fascinatingly diverse and perfect for immersing oneself in the cultures of Asia. And for the culinary-minded travelers—the street cuisine is to die for!

 **BOB MALMBERG** is just back from a fabulous cruise on the Silverseas liner *Silver Wind*, sailing from Monte Carlo through the Mediterranean for 11 days.

 **LAURIE SACZAWA** visited the northern Rhône appellation of Côte-Rôtie, France ("the roasted slope"). With its steep terraced Syrah vineyards and hours of sun, it is easy to understand the origin of the name!

 **DIANE WILKINSON** adored lodge-hopping and outdoor BBQs on her trip to Africa. She continued on to Italy and, when in Rome...dined as they do, thanks to friends at Portrait Suites. Now, off to Morocco!

 **STACY WEIGANT** just returned from the vibrant Victoria Market on the Seychelles island of Mahé, a fantastic outdoor Saturday morning shopping experience.

FIND A SPECIALIST • BOOK A TRIP
EXPLORE THE POSSIBILITIES

 saveur.com/virtuoso

ADVERTISEMENT

SAVEUR | TRAVEL

ADVISORY BOARD

exclusively Virtuoso

DISCOVER WHERE THEY'VE BEEN...
Our board members travel every inch of the globe to bring you the best in culinary destinations. Here we highlight some of their most recent trips:

 **HOPE SMITH** took the trip of a lifetime to Antarctica where she got to hang out with her two tuxedoed friends amidst glaciers and mountains.

 **PAMELA WALKER** just returned from Ecuador and Peru where she was hosted at historic haciendas and learned South American gourmet secrets from local chefs.

 **SUZY NEVINS** just journeyed to Chile, staying at the Explora hotels in Patagonia, and Atacama desert...loved the yin and yang of hiking then returning to the hotel for great food and wine.

 **JENNIFER CAMPBELL** just returned from Raymond Blanc's famed Le Manoir aux Quat' Saisons, just outside of Oxford, England. His Menu Découverte is 10+ courses of pure heaven.

 **MARCELLA RAPPOPORT** is just back from a cruise to Croatia on the fabulous new Seabourn Odyssey. The food and wines on the ship are superb. Charlie Palmer has created an inventive tasting menu for Restaurant 2.

 **PATTY PERRY** enjoyed her recent trip to Switzerland, which included an incredible "lamb two ways" dinner at Restaurant Chez Heini in Zermatt, plus a musical performance from the chef/owner. Simply unbelievable!

FIND A SPECIALIST • BOOK A TRIP
EXPLORE THE POSSIBILITIES

 saveur.com/virtuoso

Sample travel itineraries with *SAVEUR* include; an eight-day Artisan Chef Tour entitled ‘The Art of Mexican Cooking,’ whereby Master Chefs from the Mexican state of Michoacán guide authentic cooking classes enabling exclusive experiences unavailable to most travelers. Wine tastings and a full understanding of the UNESCO World Heritage City Morelia along with local markets and insider tips from these chefs ensure a truly memorable experience. Similarly, culinary aficionados can enjoy a three-night deluxe package for two people at Le Bristol, Paris inclusive of gourmet dining, VIP amenities and private airport transfers. Additional exquisite travel experiences include a private cider distillery tour in Vancouver, a luxurious culinary tour of China, and a South Africa Cuisine, Wines & Wildlife adventure.

The response from the members of the new *SAVEUR* Travel Advisory Board has been phenomenal. Suzy Nevins, Protravel International, Beverly Hills said, “The opportunity to partner with Saveur and Virtuoso was most appealing to me as I have a strong personal interest in food and wine, and how it enriches our mutual clients’ travel experiences. The doors that it will open for me both in developing new clients, as well as, enriching my existing clients with offers that are unique to the advisory board make this an extraordinary opportunity to continue expanding my luxury travel business.”

Jennifer Campbell, Explorations – A Travel Agency Ltd., Atlanta, said, “My appointment to join the Saveur Travel Advisory Board has attracted much attention from my clients. It gives a national level of focus and attention that ‘cements’ the food and wine credibility I have with Explorations and our local clients. As the leading magazine dedicated to true, experiential foodies, Saveur is equal to a religious text in my view. As we strive for our travel experiences to be life changing, this relationship is yet another tool for the magazine, and for us, as a Virtuoso agency.”

The editors of *ISLANDS*, *SPA*, and *SNOW* magazines are hand-selecting advisory board members, which will be unveiled in the coming months.

###

***SAVEUR* Travel Advisory Board Members:**

NAME	AGENCY
Kristy Adler	CRUISE and RESORT, Inc.
Roberto Agostini	Precision Travel
Phyllis Brassey	Sterling Brownell
Jean Buck	Hubbard Woods Travel
Jennifer Campbell	Explorations -- A Travel Agency Ltd.
Jeannie Cartier Sauleau	Sixth Star Travel
Roslyn Chelouche	Ovation Travel Group
Carol Cornell	Covington Travel Inc
Karen M. Dawson	Southlake Travel, Affiliate of Rudi Steele Travel / 1221
Betsy Donley	Camelback Odyssey Travel
Cathy Dorton,	Brownell* Independent Associate
Alice Durkee	Brownell Travel
Leslie Fambrini	Personalized Travel Consultants
Adrienne Forst	Protravel International
Mollie Fitzgerald	Frontiers International Travel
Peter Friedman	Unique Travel
Susie Gross	Navigant Vacations
Peter Herff	Herff Travel Inc.
Suzanne Homme	Protravel International
Shirley Huffman	The Travel Agent
Thomas A. Jackson	World Travel Bureau Inc.
Peggy Jones	Design Travel, Inc.

Sue Kasmar	Sue Kasmar Travel
Andrea Kinney	Sue Brown Travel
Fran Kramer	DePrez Tvl
Sandee Litwin	Litwin Travel
Stacy Luks	Park Avenue Travel
Bob Malmberg	The Malmberg Travel Group
Sam McClure	Small World Traveler, an Affiliate of Brownell Travel
Katie McCormack	McCabe World Travel
Suzy Nevins	Protravel International
Maxine Nohrr	Travelmax
Judy Perl Judy	Perl Cruises
Patty Perry	Cruise Vacations Intl, Inc.
Ellison Poe	Poe Travel
Marcella Rappoport	Ovation Travel Group
Carol E. Robinson	Navigant Vacations
Carol Rochlin	Protravel International
Mindy Rozenberg	Pisa Brothers
Laurie Saczawa	Luxury Travel Network
Donna Sevilla	Protravel International Inc.
Kelly Shea Earle	Travel Co.
Hope Smith	Born To Travel, an Affiliate of Montecito Village Travel
Stephanie Sorrells	An Andavo Travel Affiliate
Nancy Strong	Strong Travel
Leigh Sullivan	Regency Travel
Jon Sutter	Landings Travel
Jill Taylor	Poe Travel
Lynda Turley Garrett	Alpine Travel of Saratoga
Pamela Walker	Odyssey Travel
Stacy Weigant	Forest Travel Agency
Diane Wilkinson	Century Travel
Margaret Williams	Brownell Travel
Nancy Yale	Cruise Resort & World Travel, Inc.

About Virtuoso®

Virtuoso® is the industry's leading luxury travel network. This by-invitation-only organization comprises over 300 agencies with more than 6,000 elite travel specialists in 22 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,000 of the world's best travel providers and premier destinations. The network's member agencies generate over \$5.1 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access. Virtuoso is the exclusive network of travel services and benefits provided by MasterCard® for participating World Elite MasterCard® programs. For more information, please visit www.virtuoso.com.

About SAVEUR:

SAVEUR seeks out stories from around the globe that weave together culture, tradition, and people through the language of food. On every page the magazine honors a fundamental truth: cooking is one of the most universal and beautiful means of human expression. Each month, *SAVEUR* takes you on an in-depth culinary journey that is all about context and unique experiences with award-winning journalism and lush photography. In 2009, the magazine has won a National Magazine Award for single-topic issue, as well as multiple awards from the International Association of Culinary Professionals. The April and June/July 2009 editions were the largest issues of *SAVEUR* for those months in the history of the magazine, and, contrary to industry trends, *SAVEUR* is up 11% in ad pages over last year. For more information, please visit www.SAVEUR.com

Media Contacts:

Misty Ewing
 Director of Public Relations, Virtuoso
mewing@virtuoso.com
 (o): (212) 588-8242
 (c): (206) 484-8022

Merri Lee Kingsly
 Publisher, *SAVEUR* Magazine
Merrilee.kingsly@bonniercorp.com
 (o): (212) 219-7402