

Press Release

“PHOTOKINA PLUS OCTOBER FEST” TRAVEL PACKAGE

U.S. GROUP TRAVEL WITH TOURS TO RETAIL OUTLETS AND SIDE TRIP TO “OCTOBER FEST” IN MUNICH

Chicago, IL/ Jackson, MI /Cologne, Germany - June 23, 2008

Koelnmesse, Inc., the Chicago based subsidiary of the German trade show organizer of Photokina, introduced today a Travel package to Photokina tailored to U.S. photo dealers, retailers as well as professional and amateur photographers. Photokina will take place from September 23-28, 2008 in Cologne, Germany.

Details of this group tour were developed in collaboration with the Photo Marketing Association (PMA) based in Jackson, MI. The travel package will include days at Photokina, site visits at Photo Retailers and Photo labs in the Cologne area, rounded off by a visit to the October Fest in Munich.

The group tour will include 3 nights at a business class hotel in Cologne, entry badge to Photokina, a one day guided tour with onsite visits to retailers, photo labs and manufacturers in the Cologne area, welcome reception at Photokina, transfer with the high speed ICE Train to Munich and tickets to the Oktoberfest where travelers can enjoy an additional 3 days at the Oktoberfest before returning to the U.S.

Says Mette Petersen, President of Koelnmesse Inc.: “ We know that many U.S. Americans are very keen on looking at new technology being launched every two years during Photokina. Our goal is to offer a package that is highly informative and entertaining, but also takes into account time constraints of U.S. travelers. Travelers joining our itinerary will be able to enjoy a six day trip, however, only miss three working days. We



photokina
World of Imaging
23rd – 28th September
2008 in Cologne

www.photokina-cologne.com

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Mayor of the City of Cologne
Fritz Schramma

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

are also pleased to work with Lufthansa offering services to various destinations in Germany."

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The group tour is scheduled from Wednesday, September 24 until Monday, September 29. For more information on the **"PHOTOKINA PLUS OCTOBER FEST"** package details, please contact:

TTI Travel

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About Photokina

Photokina takes place every other year at the Koelnmesse Fairgrounds and is the world's largest industry event for the photo and imaging industry. Stretching over 10 halls the event mirrors the work flow of the imaging industry and offers exhibit space in the area of Image Input, Image Processing, Image Storage and Image Output segments. The organizer expects 1,600 exhibitors and close to 160,000 attendees from all 5 continents.

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