



## **CARIBBEAN SALES SPECIALIST JOINS TRAVELSCREAM TECHNOLOGIES**

Vail, Co....January 5, 2007....Travelscream Technologies, the leading provider of Web 2.0 and social media marketing solutions for the hospitality industry, has hired Caribbean sales and marketing specialist Javier Morales in the role of Director of Sales for that marketplace.

Morales comes to Travelscream from his most recent position as Director of Marketing and Product Development for Air Jamaica Vacations, bringing with him more than 18 years of sales and marketing experience in the tour and travel industry. In his new role with Travelscream, Morales will help the company reach its goal of increasing client participation in its innovative suite of RSS and other social media programs.

"I am pleased to welcome Javier to our team," said Tom Griffin, founder and CEO of Travelscream Technologies. "Javier comes to us with impressive credentials and a proven record of success in the Caribbean and Latin American marketplace, and we look forward to him continuing that success at Travelscream."

Prior to his employment with Travelscream and Air Jamaica Vacations, Morales held a variety of positions at hospitality-focused companies including Senior Account Executive for Travel Industry Sales at Marriott's Doral Golf Resort and Spa, Senior Account Executive for E-Commerce at Marriott Offshore Resorts, Product Manager for the Caribbean and Bermuda at Certified Vacations, Inc., Director of Promotions and Latin American Sales for Palm Beach Casino Line, International Market Manager for Latin America at the Palm Beach Convention and Visitors Bureau, and Sales Manager for the Florida Marlins Baseball Club, Travelodge Hotel Main Gate East and Dolphin and Majesty Cruise Lines.

"I strongly believe in the powerful effect a web-optimized marketing program can have on increased sales for travel industry service providers, especially hotels and resorts," said Morales. "Travelscream has a truly unique collection of programs that are simple and inexpensive for marketers to utilize, and I look forward to sharing them with my friends and associates in the Caribbean."

### **About Travelscream Technologies**

Headquartered near Vail, Colorado, Travelscream Technologies provides low cost, turn-key social media marketing solutions designed specifically for the hospitality industry that can be implemented in days, not months. Programs include RSS feeds and RSS syndication partnerships, message boards, interactive maps, digital video, social network marketing, widgets, gadgets and more. Travelscream's mission is to enhance the profitability of content distribution through additional sales, expanded marketing reach and improved communication between travel professionals and their clients. For more information, visit [www.travelscream.com](http://www.travelscream.com).

Travelscream Technologies Media Contact: Kristen Kopplin 970.476.0440, ext. 103, [kkopplin@travelscream.com](mailto:kkopplin@travelscream.com).