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NEW TECHNOLOGY UNVEILED AT GLENDALE CVB ANNUAL MEETING

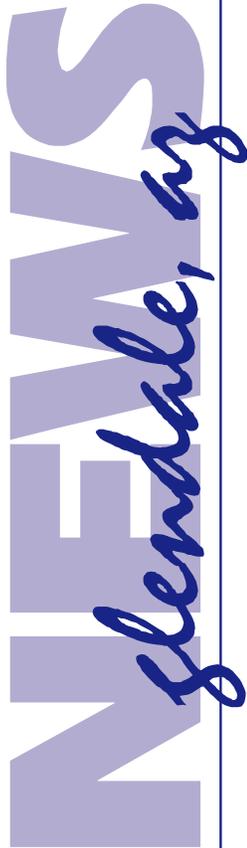
GLENDALE, Ariz. – Nearly 200 people attended the first-ever Glendale Convention & Visitors Bureau annual meeting at the Glendale Civic Center today. Attendees got a special preview of some new web-based tools that will further connect visitors and residents with up-to-date information in an easy-to-read format.

The Glendale CVB prides itself on promoting its members and events through social media and current technology and, in keeping with this trend, the CVB launched a new mobile version of its popular website – www.visitglendale.com.

Travelers, visitors and residents who want to learn more about the West Valley on-the-go can now log on via mobile device and get a streamlined version of the complete tourism website that will provide one-touch access to things such as visitor center hours; contact information; photo galleries; calendar of events; dining, shopping and other amenity listings; as well as instant online info request tools.

Visitors to this mobile site also have the option of clicking to the complete desktop version of the website for even more information. The mobile site also integrates the Glendale CVB's social media presence in Facebook, Twitter, Flickr and Foursquare making it simple for visitors to click and stay connected.

Another component includes the introduction of an exciting new interactive



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map tool that will make it even easier for visitors to find CVB members and take advantage of the services, products and amenities they offer. These Google-infused maps showcase locations along with vivid imagery, video, social media connections, promotions and more. The Glendale CVB is the first CVB in the Southwest to launch this interactive map.

For more information, call 623-930-4500 or visit Facebook at www.facebook.com/GlendaleCVB. You can also stay in touch and up-to-date on travel tips, events and discounts at the website, www.VisitGlendale.com , or by following @GlendaleCVB on Twitter.

About the CVB

The Glendale CVB markets the West Valley as a preferred year-round destination for visitors, conventions, meetings and major events, producing a positive economic impact and increasing leisure and business travel in the region.