

Contact: Christine Hinz, (212) 956-7463, christine@chcommunications.biz
Teresa Martínez, (787) 474-5091, tmartinez@prcb.org

DYHALMA TORRES JOINS THE PUERTO RICO CONVENTION BUREAU AS REGIONAL SALES MANAGER FOR MIAMI OFFICE

SAN JUAN, March 31, 2005– Ana Maria Viscasillas, the president and chief executive officer of the Puerto Rico Convention Bureau (PRCB) has announced the appointment of Dyhalma Torres as Regional Sales Manager for the PRCB's Miami office. In her new position, Torres will be working with meeting planners and other key executives in the Southeast U.S. region. Torres will report to Jorge Colona, Director of Sales for the Miami office.

"Dyhalma's experience in selling to the hospitality, meetings and conventions market make her a welcome addition to the Bureau's award-winning sales team," stated Ana Maria Viscasillas. "In addition, her enthusiasm and knowledge of our Island will translate into increased bookings for the Puerto Rico Convention Bureau and Puerto Rico."

Prior to joining the Bureau, Torres was a sales manager at the Radisson Mart Plaza Hotel & Convention Center in Miami, where she was responsible for selling the property's more than 139,000 sq. ft. of meeting space to government, association and SMERF (social, military, education, religious and fraternal) groups. In addition to her work and extensive training with the Xerox Corporation, Torres started her career at the Caribe Hilton in San Juan, Puerto Rico, where she

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planned and coordinated daily services for the executive floor and its business and VIP guests.

An active professional in the meeting and conventions industry, Torres is a member of Meeting Professionals International (MPI), the National Coalition of Black Meeting Planners (NCBMP), Religious Conference Management Association (RCMA), the Society of Government Meeting Professionals (SGMP) and the Society of Government Travel Professionals (SGTP). Torres received a B.A. in Business Administration from the University of Puerto Rico and resides in Miami.

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Editor's Note:

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$83 million to the local economy. The Bureau can be reached electronically through the Internet at info@prcb.org or at its website www.meetpuertorico.com. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) slated to open in late 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau, representing the capital city of San Juan, has been granted full membership as of January 2005 into BestCities.net, a global alliance of Bureaus that represent the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net.



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