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**PUERTO RICO CONVENTION BUREAU SIGNS BESTCITIES' QUALITY POLICY STATEMENT
– TAKES FIRST STEP IN COMPLETING CVB GLOBAL CERTIFICATION PROGRAM**



SAN JUAN, January 2, 2007 – Ramón Sánchez, executive vice president and COO, Puerto Rico Convention Bureau has signed a Quality Policy Statement with other top CVB organizations affiliated with the BestCities Global Alliance, a consortium of Convention & Visitor Bureau (CVB) organizations recognized for meeting excellence. The signing of the statement is the initial step in the first-ever CVB certification process, recently introduced by the BestCities Global Alliance.

“By signing this Quality Policy Statement and taking our first step towards certification, we are reinforcing our commitment to offering a superior international meeting experience and emphasizing our ability to ensure and maintain a consistent level of quality and service excellence to meetings and convention groups gathering on the Island,” stated Ramón Sánchez, executive vice president and COO, Puerto Rico Convention Bureau.

Recently, the BestCities Global Alliance introduced the first-ever Global Certification Program for a CVB organization. The certification process was initiated in Singapore during a two-day internal audit training program held in conjunction with the signing of the Alliance's Quality Policy. The purpose of the internal audit program was to train 10 members of the Alliance to monitor the effectiveness of the Quality Management System and improve the quality and performance of the convention bureau service standards. The Alliance's primary goal in establishing this certification process is to be the only consortium of convention bureaus offering the world's state-of-the-art service experience to the global meetings industry.

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The BestCities Global Alliance is comprised of eight member-cities which include Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver. By establishing the certification program and requiring members to sign the Quality Policy Statement, the Alliance aims to be the only consortium of convention bureaus offering an unsurpassed service experience to the global meetings industry.

The BestCities Global Alliance was founded in 2000 and is the world's first and only convention bureau alliance of destination marketing and sales organizations. The Puerto Rico Convention Bureau, representing the capital city of San Juan, was granted full membership to the BestCities Global Alliance as of January 2005. Ramón Sánchez serves at the head of the BestCities Global Alliance's Marketing Communications Committee.

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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 \$125 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) opened November 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, 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.

