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PRESS RELEASE

IS PUERTO RICO A SMART BUSINESS DESTINATION? OR A FUN PLACE TO MEET? THE DEBATE CONTINUES

SAN JUAN, February 8, 2011 – The Puerto Rico Convention Bureau, building upon its success of the ***"Not A Boondoggle"*** campaign, is launching the next installment of its provocative promotional message. Aimed at debunking the perception that Puerto Rico is not a serious meetings destination, the initiative will be executed through a multi-platform marketing campaign strategy set to launch in February.

The ***"Not A Boondoggle"*** campaign features two meeting planners who have hosted high-level, serious business meetings in Puerto Rico. By sharing their perceptions and experiences of the Island, the campaign's over-reaching message is that Puerto Rico is a smart meeting destination -- as well as a fun place to meet. As Jamal Aaron Hageb, senior meeting planner, Meetings & Travel Services/American Bar Association, who appears in the campaign states, "The technology in Puerto Rico is state-of-the-art. Wish I could say the same about my golf game!" Another planner, Desiree Bryant, CMP and the Director of Meetings for the Renal Physicians Association notes, "I realized that being able to relax and have fun makes me so much more productive."

"There continues to be a mindset that off-shore, sunny destinations don't measure up as a serious meetings location, and that's just not the case," stated Ramón Sánchez, executive vice president and COO, Puerto Rico Convention Bureau. "Puerto Rico offers an advanced communications, travel and commercial infrastructure with a fast-paced business culture. We know how to get things done. Couple that with a vibrant culture, a wide range of appealing attractions and activities for delegates and you've got a serious, yet fun place for business."

The latest installment of the ***'Not A Boondoggle'*** campaign includes a dedicated web-site (www.notaboondoggle.com), as well as an advertising insert to appear in the February issue of *M&C and Successful Meetings*, two top U.S. trade publications read by meeting planners. Other elements of the campaign include the production of ***"Not A Boondoggle"*** collateral for tradeshows and other promotional events and a targeted direct e-mail blast. Messaging will also appear through the organization's social media platforms, including Twitter and Facebook.

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An extension of the Puerto Rico Convention Bureau's highly successful *'SMOOTH Meetings'* promotional theme, the campaign highlights Puerto Rico's cutting-edge technology, budget friendly accommodation options, U.S. ties, and other attributes that make the Island both a sophisticated and dynamic meetings destination. Working with meeting planners who have hosted successful meetings on the Island, materials include quotes, bright graphics and layouts that stand-out from other meetings and conventions marketing initiatives.

As part of the expansion of the campaign, eleven Puerto Rico hotel properties have participated in the ***'Not A Boondoggle'*** promotion, with materials featuring specific information about meeting space and other key conference features of participating properties, including the Conrad San Juan Condado Plaza; the El San Juan Hotel & Casino, A Waldorf-Astoria Hotel; Caribe Hilton San Juan; El Conquistador Resort, a Waldorf-Astoria Resort; Verdanza Hotel, Summit Hotels & Resorts; Sheraton Old San Juan Hotel & Casino; InterContinental San Juan Resort & Casino; Sheraton Puerto Rico Convention Center Hotel & Casino; W Retreat & Spa – Vieques Island; Gran Melia Golf Resort Puerto Rico and La Concha, A Renaissance Resort.

To see the ***'Not A Boondoggle'*** campaign and learn more about smart meetings in Puerto Rico, visit www.notaboondoggle.com.

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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 $97 million to the local economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com 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 is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.