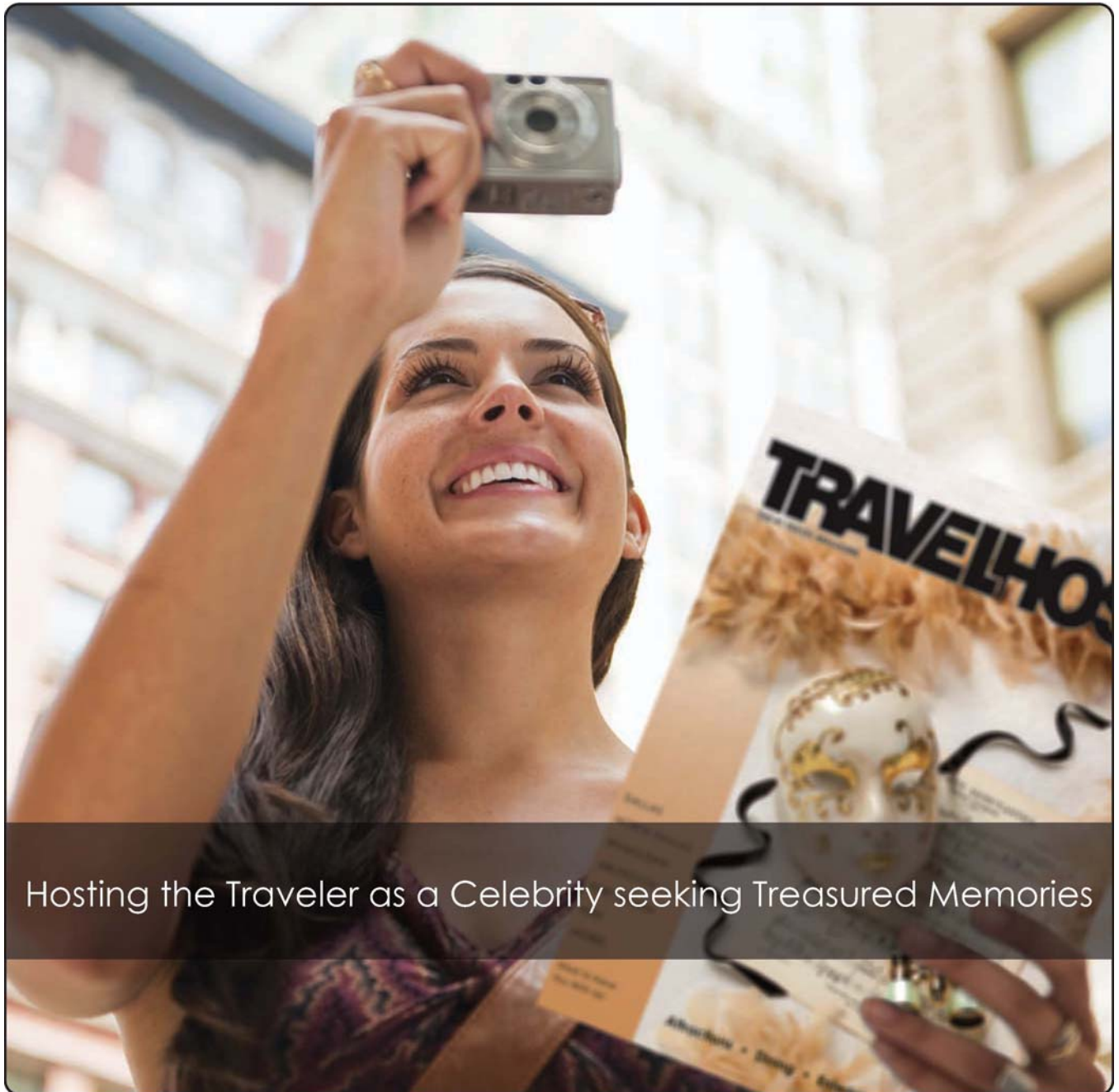


TRAVELHOST®

Hosting America's Travelers Since 1967



Hosting the Traveler as a Celebrity seeking Treasured Memories

Freedom • Lifestyle • Independence



From The Publisher...

Since 1967, **TRAVELHOST** has been the source busy travelers use to find restaurants, shopping, services, attractions, and more. Through our network of Associate Publishers **TRAVELHOST** Magazine is placed in hotel rooms and seen by over a 100 million travelers a year. Our matchless distribution system creates unique opportunities for local businesses to tap into thousands of motivated buyers.

Most importantly, **TRAVELHOST** provides the opportunity for Associate Publishers to chart their own course and achieve their personal goals. Using the publication to generate customers for local establishments, the Associate Publisher is the crucial link introducing buyers to sellers. Filling this vital role, Associate Publishers generate revenue for local businesses and themselves.

Bringing this together, our mission is *"to host the traveler, as a celebrity, seeking treasured memories"*. Unparalleled brand name recognition and standard formatting provide the consistent framework travelers recognize nationally and locally. Local editorial and advertisers as well as local area maps and graphics create the personalized community flavor travelers seek while local representation ensures a one to one relationship with the advertiser. This unique combination is both structured and entrepreneurial and provides a distinct difference to other advertising outlets.

We are pleased you have taken the time to find out more about the **TRAVELHOST** success story. On these pages you will find more information outlining how we meet the needs of a busy traveler seeking treasured memories. However, what you won't be able to see is our commitment. It is our heartfelt desire to be cognizant of how we can best serve the travelers' needs, and it is this unabashed focus that is most apparent through a personal visit to our National Headquarters in Dallas, Texas.

I hope you find this brochure helpful and insightful and that it encourages you to not delay exploring the opportunity further. I invite you to read these pages and explore the distinctive opportunity **TRAVELHOST** has to offer. I am looking forward to meeting you personally.



Continued success,

James E. Buerger
Chairman of the Board
Chief Executive Officer
Publisher





The Opportunity...

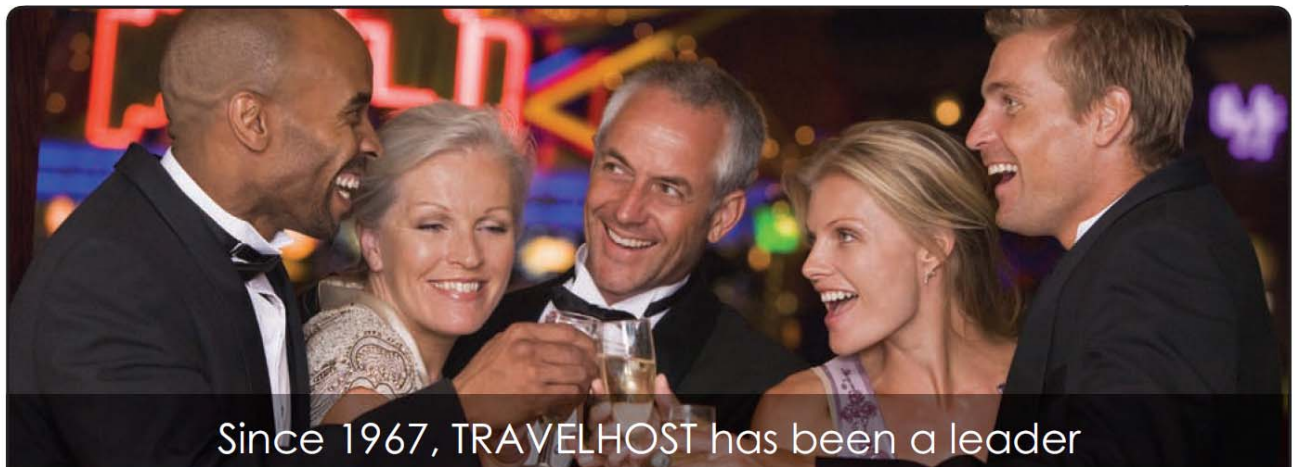
TRAVELHOST is looking for entrepreneurs who are "fun, competitive and prosperous" that will take the intangibles of an opportunity and turn them in into a profitable business while being a leader in their community.

As a 43 year old national travel media company which provides information to travelers through a network of independent entrepreneurs throughout North America, our mission is: *"To host the traveler as a celebrity seeking treasured memories."*

TRAVELHOST local representatives support their communities as trusted industry experts and "travel ambassadors", linking local businesses with free-spending travelers.

Drawing on a variety of online, mobile and print solutions, they deliver the fun, fantasy and excitement of a great travel experience while working hand-in-hand with the local community leaders to effectively attract, reach and serve the traveler.

"To Host the Traveler as a Celebrity Seeking Treasured Memories"



Since 1967, TRAVELHOST has been a leader promoting tourism and encouraging businesses and communities to share our mission to host travelers



Why TRAVELHOST?

- **Locally Owned and Operated**

In each area, one exclusive Associate Publisher represents the **TRAVELHOST** brand based upon over 40 years of history of service to travelers. Our Entrepreneurial owner/operators are a vital part of their communities and a sales catalyst for area merchants seeking their share of the **\$773 Billion** U.S. travel industry. They enjoy the freedom and flexibility of owning their own business while operating under the well known and well respected **TRAVELHOST** brand.

- **America's Most trusted Source for Information when Traveling**

Serving visitors in hundreds of cities coast-to-coast, **TRAVELHOST** Magazine is by far the most widely read travel magazine in the nation. Beginning in 1967 as a traditional publication for hotel guests, **TRAVELHOST** is now a true multi-media publishing platform, serving travelers with a variety of mediums including in-room publications, in-market specialty publications, online resources and mobile applications.

- **Powerful Advertising Results**

Travelers are in the market and in the mood for spending, and **TRAVELHOST** is their preferred source for information on where to dine, shop and play. Advertisers can be featured in their local markets, a combination of cities, an entire region or full national exposure to promote their business. They enjoy a dynamic web presence via **TRAVELHOST.com** for global exposure and are accessible through the **TRAVELHOST** smart phone application for travelers on the go.

- **Thousands of Top Advertisers**

TRAVELHOST is the medium of choice for thousands of leading advertisers nationwide. From Fortune 500 giants to local businesses, they rely on **TRAVELHOST** to deliver valuable customers and travel dollars to their business. Unlike any other medium, **TRAVELHOST** offers advertisers exposure to over 100 million travelers a year, all with money to spend and looking for places to eat, shop and have fun while creating "treasured memories" that will last a lifetime.

- **A Powerful Industry**

Every day in the United States, an average of 2.6 million hotel rooms are occupied with hungry, curious travelers looking for places to eat, shop and play.* A captive audience readily served by **TRAVELHOST**, these travelers collectively spend an average of \$2.1 billion every day.* Since few travelers read local papers or access other local mediums, **TRAVELHOST** is by far the best way to reach these active consumers while they are in-market seeking to create treasured memories to last a lifetime.

Travelers Power The Economy

Travelers Spend
on Average
\$2.1 Billion
Per Day*

- The tourism industry in the United States generates \$773 billion in annual spending (resulting in \$117 billion in tax receipts)*
- It powers our economy and employs 7.7 million Americans*
- The importance and impact of travel & tourism at the national, regional, state, local and individual level is undeniable



*Source: US Travel Association



The History...

As a young man in the 1960's, Jim Buerger took a leap of faith; borrowing \$1,200.00 on his 1963 Chevrolet and investing in a few weekly newspapers. His "leap" quickly paid off, growing into a chain of six newspapers in which he inserted "TV Magazines."

This smaller, specialty publication was included free in the newspaper and included local listings, shows and editorial content as a convenience to the reader. Its uniqueness and functionality caused it to be retained in the homes of the newspaper readers all week and was an instant hit.

One day the General Manager of a local Marriott hotel asked Jim if they could have enough magazines to place them in each of their rooms for their guests. Obliging, Jim gave the magazines to the Marriott as long as they agreed to distribute them to the guestrooms. The popularity of the little magazine began to grow, and soon other hotels began calling for the magazine named "TV Host."

As advertisers became aware of the in-room "TV Magazine", they loved the wonderful opportunity to get their advertising message behind the "Do Not Disturb" signs of the hotel guestrooms. Additionally, they relished the idea of their ad being in guest's hands for several days while they were in town, and TVHost was christened **TRAVELHOST**.

Since then, **TRAVELHOST** has grown to become "the #1 travel magazine" and enjoys the distinction of having served over three billion travelers in hundreds of cities across North America. Packed with maps, insightful editorial, shopping-dining-entertainment suggestions and visitor information, **TRAVELHOST** has been the traveler's trusted "host" when they're away from home for the last six decades.

Today, however, we are much more than a traditional publication. **TRAVELHOST** has evolved into a multi-media communications company combining the in-room magazine and dozens of specialty publications with dynamic online components and related smart phone applications to better serve the traveler, the advertiser, and our network of Associate Publishers throughout North America.



Travelers trust TRAVELHOST to guide them where to dine, shop, explore, relax and have fun!

The Industry...

- Travelers in the United States spend over \$773 billion annually or an average of \$2.1 billion a day (\$88 million an hour, \$1.5 million a minute, and \$24,500 a second).
- 57% are "Leisure" Travelers who are budgeted and prepared to spend money freely, and 43% are "Business" Travelers who are typically on expense accounts.
- The typical "leisure room night stay" is by two adults (51%), ages 35–54 (40%), earning an average yearly household income of \$91,155 and travels by auto (78%).
- The typical "business room night" stay is by a male (67%), age 35–54 (50%), employed in a professional or managerial position (43%), earning an average yearly household income of \$105,532.
- Travel and Tourism is the first, second or third largest employer in 29 states and generates over \$117 billion in tax revenue for local, state and federal governments.
- Travelers are big business for restaurants, accounting for 40% of total sales for fine dining establishments and 25% of sales for family and casual dining establishments. Overall, table service restaurants derive approximately 30% of their annual sales revenue from travelers.*
- Roughly 2.6 million hotel rooms are occupied in the US each and every day, which are enough rooms to lodge the entire populations of San Francisco, Atlanta, Washington D.C., Miami & Denver combined.

Travelers are in market today searching for the best dining, shopping and entertainment options. **TRAVELHOST** represents these affluent buyers and introduces them to area businesses and attractions.

Source: American Hotel & Lodging Association 2009 Lodging Industry Profile
**Source: American Restaurant Association*

WE TURN TRAVELERS INTO CUSTOMERS!



The Upscale Traveling Public

is one of the strongest buying markets and is reflected in our reader demographics.

Affluent

In-Market

Receptive

TRAVELHOST

The Brand...

Having served billions of travelers for over 40 years in hundreds of cities nationwide and throughout North America, **TRAVELHOST** is by far the most widely recognized brand in the travel publishing industry and the brand trusted most by travelers seeking to create treasured memories that will last a lifetime.

TRAVELHOST is proud to be associated with hospitality industry leaders such as:



TRAVELHOST is proud to feature advertisers representing such brands as:

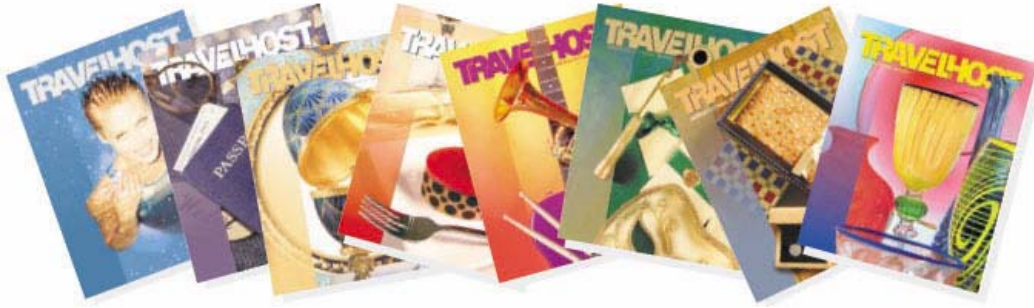


TRAVELHOST is the most recognized and trusted brand in the industry!

TRAVELHOST

The Package...

TRAVELHOST Magazine



"The Number One Travel Magazine"

Providing a wealth of maps, dining & entertainment options, shopping and visitor information, **TRAVELHOST** is the community's visible expression of welcome and a valuable guide to the local services that travelers seek and need. Proudly offered in finer lodgings nationwide and audited annually by the **AUDIT BUREAU OF CIRCULATION (ABC)**, **TRAVELHOST** Magazine unites thousands of hotels, visitor attractions and local businesses through our mission of "Hosting the Traveler as a Celebrity seeking Treasured Memories."

TRAVELHOST Specialty Publications



"A Family of Solutions"

TRAVELHOST is The Best Way to Reach Travelers

TRAVELHOST

The Package...

TRAVELHOST.com

TRAVELHOST

Hosting the Traveler as a Celebrity seeking Treasured Memories

Welcome, David Portener | Logout

Home

Destinations
Explore

Advertising
Request Information

About Us
Become a Travel Host



Travelers can visit hundreds of destinations on-line through **TRAVELHOST.com**. Access information on hotels, area merchants and attractions, obtain special promotional offers for local businesses and even view a digital version of the area's local edition of **TRAVELHOST Magazine**.

TRAVELHOST iPhone Application



Now travelers can take the best of **TRAVELHOST** with them! Select from local dining, shopping, attractions and much, much more. Simply enter the **TRAVELHOST PLUS** code located throughout the magazine and instantly access detailed information, one-touch calling, Google Maps location, promotional offers and direct links to the advertiser's website.

TRAVELHOST is The Best Way to Reach Travelers



The Missing Ingredient... YOU!

Sales are all about the Customer and YOU!

Today's business environment is quite different from yesteryear. Our service-based economy now puts a premium on many intangible factors vs. tangible products. Buyers are looking for solutions to their problems, and these solutions are often information-based rather than product-based.

It has often been said that people don't buy a drill because they want a hand tool – they want a hole. In the same way, businesses aren't normally looking to buy an ad – they want a customer. What they really need from you is your expertise, your knowledge about how to improve their revenue and bottom line.

Sales are 85% Intangible and only 15% Tangible

So, **YOU** are the intangible ingredient in any sales mix. It's your knowledge, application of that knowledge and professionalism that will ultimately influence and sway the decision maker. While **TRAVELHOST** provides many great tangible products and services for your package offerings, they must be matched-up with your treasure-chest of knowledge, creativity, tenacity and customer-orientation for success. When these are all aligned, your success is just a matter of work, dedication and commitment.

Powering-Up the Success Engine

In order to be successful, you must first:

- Establish your personal, quantified goal and date for achievement
- Dedicate yourself to a positive mental attitude about life and business
- Create an effective business plan to achieve your personal objectives
- Become an expert on the travel industry and your local marketplace
- Design a compelling package linking advertisers with local visitors
- Sell your package to advertisers

Once you've achieved these goals, it's now time to put it all in motion in order for YOU to be the final ingredient in your own SUCCESS ENGINE!



LADIES AND GENTLEMEN, START YOUR ENGINES!!!



Frequently Asked Questions...

- **What type of office facilities and equipment are required?**

While some Associate Publishers operate home based businesses and others work from a small office, the principal focus of the business is in-the-field and on-site with local advertising clients and our strategic partners in the hospitality industry. No specific facilities are required by Travelhost, and, beyond the typical business office equipment (computer with high speed Internet access, printer, etc.), no special equipment is needed.

- **What Travelhost products are available to Associate Publishers?**

In addition to representing the nation's leading travel publication, Travelhost AP's may offer an array of other specialty products designed to reach travelers in hotel properties, visitor centers and high-traffic locations, in RV parks and campgrounds, at major events and tourist destinations, and even on-line through the Travelhost web site and on the go through the Travelhost iPhone application.

- **Is the Travelhost relationship a franchise?**

Travelhost is a distributorship and does not function as a franchise or typical merchandising business opportunity. Owners have the freedom to establish their own business and marketing plans, time schedules and routines – yet operate in coordination with a strong national organization with an established track record. While the publication format, submission guidelines and non-local content are determined by Travelhost, the Associate Publisher is given wide latitude and autonomy over its own local and independent business operations.

- **Would I be buying an established business or developing my own?**

Some operating territories may be available from time to time. In most cases, however, the new Associate Publisher will be expanding into an area not currently served by Travelhost publications. Travelhost has identified a number of targeted cities and expansion territories based on the concentration of hotels, attractions and other travel amenities. To determine if your desired area may still be available, please contact the Market Expansion Department at **(800) 527-1782**.

- **Does owning my own business provide other financial or tax benefits?**

As a true entrepreneur, you are in control of all business finances and daily operations. However, Travelhost recommends that you seek guidance from your own CPA or legal counsel on these issues.

- **What is the process to start up my new business?**

Candidates for ownership must first be approved and selected for their desired territory. Upon consummation of the Agreements, new Associate Publishers are introduced to the Travelhost publication process, AP network best practices and typical industry practices, and they then proceed with development of their local business operations.

- **What form of business can I use?**

You can enter into agreement with Travelhost either in your individual capacity or in the form of a legal entity [corporation, limited liability company (LLC), or as a limited liability partnership (LLP)]. If entering into an agreement in the name of a legal entity, the individuals owning controlling interest must also each individually agree to be bound by the non-compete provisions of the Distributorship Agreement.





Frequently Asked Questions...

- **What is the income opportunity of a Travelhost business?**

Revenues are derived from advertising sales generated by the Associate Publisher. Unlike a franchise, Travelhost Associate Publishers are not required to share any financial information with Travelhost regarding local advertising revenues or operating expenses. In addition, as with any business, financial success is primarily dependent upon the individual efforts and advertising sales/business management skills of each Associate Publisher. As a result, Travelhost cannot and does not make any representations regarding income or profit potential.

- **Can I sell my business and transfer my contractual rights?**

Travelhost Associate Publishers may sell their business and transfer their contractual rights subject only to approval of the transferee by Travelhost. As with any other independent business, each Associate Publisher is responsible for establishing its own price/terms and negotiating directly with any prospective purchaser. Upon request, Travelhost will assist in locating prospects.

- **Can I function as a home-based business and/or work part-time?**

As a Travelhost business owner, you are free to determine and manage your own local business operations, time schedules, and management routines as you deem best. Many Associate Publishers do work out of their homes. Some engage in other activities and hire employees or use independent contractors to run the business. However, the great majority of Travelhost Associate Publishers operate the business as their sole, full-time profession, keeping in mind that the financial success of your operations will be dependent solely upon your own efforts.

- **What type of background, experience, and capabilities are required?**

Revenues are generated through advertising sales and sales promotions, so direct experience in B2B sales and marketing is highly beneficial. Travelhost generally seeks goal-oriented, entrepreneurial individuals with a successful business background, optimistic outlook, and knowledge of their local community.

- **Does Travelhost provide training or assistance?**

New Associate Publishers are introduced to the Travelhost publication process, including the submission of materials for inclusion in Travelhost Magazine, other specialty publications, and on the Travelhost website. Travelhost also shares with Distributors best practices of other Associate Publishers, as well as typical industry practices applicable to sales and advertising. Travelhost does not, however, provide significant training or assistance regarding the Associate Publisher's method of operation of its own local business.

- **Does Travelhost secure advertising accounts or distribution outlets?**

While Travelhost will attempt to assist in the event that an Associate Publisher encounters a problem obtaining distribution with a particular lodging establishment or needs help in overcoming an objection of a particular retailer, it is ultimately the responsibility of each Associate Publisher to secure advertisers and distribution locations.

- **How can I learn more about the business?**

A selection process is currently under way for many expansion areas. To learn more about the local opportunity and requirements, please call **(800) 527-1782 TODAY**. After an exchange of information, qualified candidates will be invited to a personal interview and briefing at national headquarters.





Do YOU love your career? WE DO!

♥ At the Heart of the Travel Experience ♥



"I love my job and always have. **TRAVELHOST** has allowed me to enjoy being a wife, mother and very active in my church and still have a career. I enjoy being able to make my own schedule and be with my family whenever I choose or need to be."

Tiffany Altman
TRAVELHOST of Savannah

"After getting to know the folks at **TRAVELHOST**, I ultimately made a decision "to serve the traveler." The major deciding factors for me were the quality of the magazines, being able to be in business for myself again and setting the ethics for my business, and the combination of freedom of schedule and income potential that met my goals."

Karl Rivers
TRAVELHOST of Lubbock



"After 16 years in radio sales and working for someone else, I was ready to reap the rewards of being my own boss. I am financially rewarded for my hard work and I set my own schedule. **TRAVELHOST** offers me the freedom to succeed, as well as providing support. **TRAVELHOST** has become a household name with an excellent reputation in the travel industry and I am proud to be a part of that. I love working with the advertisers and being a part of growing their businesses. It is also fun and challenging to create, design and layout the magazine. One of my favorite things about being an Associate Publisher with **TRAVELHOST** is receiving the positive feedback and compliments for delivering a quality product that not only looks great, but is an essential tool to the traveler."

Jim Jackman
TRAVELHOST of Pikes Peak Region

For more information
www.travelhost.com/love



Do YOU love your career? WE DO!

♥ At the Heart of the Travel Experience ♥

"My dream in becoming a **TRAVELHOST** Associate Publisher was to leave the corporate world and politics and run my own business. I had been an Account Executive, Co-op Manager and Major Accounts Manager at the Miami Herald for 14 years and the Consumer Marketing Manager at The Lexington Herald-Leader for 4 years. I was looking for an opportunity to run a publication the way I believe a successful company should be run; without endless meetings, corporate distractions and the possibilities of being downsized."

Eli Mertens
TRAVELHOST of Lexington/Bluegrass



"After owning and operating two prior businesses, I became involved with **TRAVELHOST** as an associate publisher in 2003. As a serial entrepreneur, I was looking for an opportunity to give me the freedom and independence I desired. I got that with an established brand that is the top in the industry – **TRAVELHOST**. I get in front of lots of local business owners, tell my story and enjoy my role thoroughly. It's not easy. It is hard work and I enjoy being an Associate Publisher for the Akron/Canton and Cleveland area."

Cathy Durant
TRAVELHOST of Cleveland/Akron/Canton

"I have always been an employee, and now that I run my very own operation, I could never go back to that situation. It really helps to be a 'people person' in this business, and I can truthfully say that I have developed numerous strong friendships with my loyal customers. Without a doubt the most challenging time was getting the first issue out the door. I love the independence of being an AP, but during the time I was selling my first issue, I really appreciated the support and advice received from **TRAVELHOST** Headquarters."

Bill Sumner
TRAVELHOST of Greater Memphis



For more information
www.travelhost.com/love



TRAVELHOST is for YOU!

TRAVELHOST consists of a network of independent entrepreneurs all in the business of sales and marketing, gathering and coordinating editorial content and being actively involved in their communities as the area travel experts. Establishing and building relationships within the local business community, travel industry and hospitality community is their primary focus. Associate Publishers are intricately connected to their communities and work primarily with local business and retain 100% of all local ad revenues.

TRAVELHOST provides the brand recognition, industry insight, sharing of best practices, and state of the art production and publishing resources/facilities to a select class of entrepreneurs, enabling them to focus primarily on their sales and marketing efforts. Most importantly, **TRAVELHOST** provides the opportunity for entrepreneurs to chart their own course and the vehicle for them to reach their goals. Using our multi-media network to deliver customers to local businesses, the Associate Publisher is the crucial link introducing buyers to sellers.

Through our nationwide network of Associate Publishers, **TRAVELHOST** enriches the travel experience and touches the lives of millions of travelers across North America.

We're looking for someone who:

- Has a clearly-defined personal goal for their future
- Thinks like an entrepreneur and wants to be their own boss
- Likes being of service to others and sharing their success
- Truly enjoys, perhaps even loves, their home community
- Displays a history of winning and a successful business background
- Brings an optimistic outlook to life and relationships
- Is fun to be around

Would you like a business in which you:

- Represent the #1 Brand in the industry
- Operate independently but as part of a strong national organization
- Build on a 43-year track record of successful operations
- Control your own business plan and time schedules
- Work conveniently from home or an executive office suite
- Develop lasting relationships in the travel & hospitality industry
- Promote your area as a leading member of the publishing media
- Have no inventory, special equipment or facilities to manage
- Travel only for pleasure with no more "road warrior" nights
- Grow your net worth by building a business you own and control

We are pleased you have taken the time to find out more about **TRAVELHOST** and our commitment to meet the needs of the busy traveler. To learn more and continue your exploration of this unique opportunity, please complete the enclosed **CONFIDENTIAL QUALIFICATION REPORT** and contact us today to schedule a personal visit to our National Headquarters in Dallas, Texas.

For more information
www.travelhost.com/love

TRAVELHOST

TRAVELHOST National Headquarters • 10701 N. Stemmons Freeway • Dallas, Texas 75220
Phone 800-527-1782 • Fax 972-432-8729
www.travelhost.com/love