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For Immediate Release

JOHN T. PETERS TO DELIVER KEYNOTE ADDRESS AT VACATION HOME EXPO
-- *Endless Vacation Rentals*SM Executive to Highlight Vacation Rental Profit Opportunities for Travel Agents --

GREENWICH, CT – (February 7, 2008) – Vacation Home Expo, the travel industry's only consumer travel show solely focused on the condominium, villa, and vacation rental experience, today announced that John T. Peters, CTIE, Vice President of Business Development and Travel Trade for Group RCI's ***Endless Vacation Rentals***, will keynote the Travel Trade Day scheduled for April 11 in Atlanta, Ga. Presented by *The Atlanta Journal-Constitution*, Vacation Home Expo will be held April 11 -13, 2008 in the city's Cobb Galleria Convention Centre.

"We are delighted to have John Peters help set the stage and tone for the three day program," said Rick Fisher, president of Vacation Home Expo. "He and his company have been longtime champions and advocates of the retail travel trade community. I can't think of anyone better qualified to provide clarity and vision around the opportunities that vacation rentals present to travel agents."

In addition to the keynote address travel agents will be able to participate in informal educational seminars led by industry experts. Much of the show's focus will be on emerging vacation rental consumer trends including among others, the luxury villa market, family travel and reunions, girlfriend getaways, and the Slow Travel vacation lifestyle movement. The vacation rental experience reflects mass consumer appeal, and is not just attractive to large families, as more travelers put a premium on the value of more space, comfort, and privacy when evaluating their lodging options.

"What's exciting is that for the very first time travel agents will have a unique opportunity to directly interface with the representatives from the leading companies in the vacation rental space," said Peters. "Vacation Home Expo represents the ideal venue to create more industry education and awareness of this accommodation lifestyle, as well as help better position travel agents to capitalize on the tremendous, untapped sales and profit opportunities tied to vacation rentals."

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Vacation Home Expo, which is managed by leading events marketing agency MSE Management, will attract over 8,000 attendees from the Greater Atlanta and Southeast region who will have the unique opportunity to meet with the key representatives of over 200 vacation rental resorts and companies from around the world. These exhibitors will provide first-hand travel information and provide "Show only" deals and discount offers. The Expo will also feature free educational seminars by leading industry experts on popular vacation rental destinations and emerging consumer travel trends.

Full details about the Vacation Home Expo can be found at www.vacationhomeexpo.com , email info@vacationhomeexpo.com, or call (203) 622-1710 or (877) 604-2867.

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