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VIS-À-VIS TEAM MAKES ITS MARK AT 2006 ARDA AWARDS

Las Vegas, Nevada, June 2006 - Vis-à-vis creative team members were recognized as finalists for the 2006 ARDA Awards, the official honors of the American Resort Development Association.

Working with Mauge, Inc., Vis-à-vis President George Simkins wrote and produced a pioneering interactive CD presentation for clients of Shell Vacations Club, one of the largest independent vacation ownership companies in the world. The CD is an interactive take-home directory that introduces new members to Buddy the Beach Ball, an original corporate mascot created by Simkins and Creative Director Jennifer Sage.

Because the easy-to-use and understand CD demonstrates a high regard for customer support at the point of purchase, it has become an instrumental tool in increasing sales revenue, and in the vacation ownership industry, the Buddy the Beach Ball character has become synonymous with Shell Vacations Club.

The Interactive Take-Home Directory was selected as an ARDA finalist in the Best Interactive Media Category.

Additionally, Jennifer Sage was also honored as a finalist in the category of Best Logo Design for the logo she developed with Mauge, Inc. for Cuna de Vida Resorts' *Asilo de las Perlas*, a resort development planned for the Pearl Islands in Panama. The logo, five pearl-laden oyster shells placed together to form a flower, recalls the existing Cuna de Vida logo, while at the same time evoking the exotic and alluring location of the famed Pearl islands.

Cuna de Vida, which means "Cradle of Life," is recognized in the vacation ownership industry as high-end providers of luxury accommodations in tantalizing beachfront destinations.

The ARDA Awards Program is committed to recognizing the best nominees submitted in areas that include overall professional excellence, outstanding sales accomplishments, product design, advertising, and staff.

Vis-à-vis Creative Concepts Inc. is a strategic design firm based in Chicago, specializing in hospitality and lifestyle advertising. The company was founded in 2006 by partners Stephanie Goodman, George Simkins and Jennifer Sage, who collectively share more than 25 years experience in the hospitality industry, as well as extensive agency and production work.

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American Resort Development Association: www.arda.org