

FOR IMMEDIATE RELEASE:

Mexico welcomes Ask Me About Destination Weddings with open arms!

MIAMI, FL – (OCTOBER 15, 2007) - Ask Me About Destination Weddings has just returned from the 20th Annual, Cancun Travel Mart Mexico Summit, originally inaugurated and sponsored in 1987 by the Cancun Hotel Association, which brings "Buyers and Suppliers" of travel products for all of Mexico together for 2 days of pre-scheduled appointments and business sessions.

Cancun Hotel Association President Jesus Almaguer stated: *"This is an excellent opportunity for our Travel Industry Partners to get together in a professional and organized way to really talk about business, and to make specific plans for the coming seasons. We are working very closely with our Travel Industry colleagues in the private and public sectors throughout all of Mexico to maximize the Cancun Travel Mart Mexico Summit business opportunities for Cancun, the Riviera Maya, the Mexican Caribbean Region, and for all Mexico destinations."*

Marilyn Cairo, Vice President of Marketing, was captivated with the opportunities at hand for the multi-faceted, sales & marketing program called Ask Me. *"Many of the hoteliers wanting to learn more about who we are were stopping to talk business right in the aisles, not wanting to wait for their scheduled appointment. Once I explained the features and benefits of the program, it was clear to them that Ask Me knows how to reach the strongest distribution channel in the bridal market today, with a strong branding message on why to book their hotels for destination weddings & honeymoons."*

Niche marketing is crucial to the success of any hotel wanting to grow their market share within the romance travel arena, and Ask Me is here to make this a reality for their hotel partners. In addition, Ask Me About Destination Weddings has a strong branding philosophy in their company's mission and understands the need for partnerships with a network of suppliers. "When a hotel has a vested interest in the success of a company, every effort will be made to support that success", explains Hilary Lanzer, Vice President of Sales. "This partnership enhances the flow of information to provide all the tools we need to exceed their expectations".

The Ask Me executives were highly visible in the crowd of buyers & suppliers that attended the Cancun Travel Mart, with branding as a key element in their company press kit and attire. *"Our compliments to William H. Coleman, Inc. for an event very well planned and executed"*, commented Lanzer and Cairo, *"we are excited to be able to offer our specialized distribution channel a variety of options in Mexico for their client's Romance Travel needs in 2008"*.

For further information on **ask me...**
(877) 44-ASK ME or (305) 665-9460 or visit:
www.AskMeAboutDestinationWeddings.com

About Ask Me:

Ask Me is a multifaceted wholesale company, dedicated to moving market share and generating a solid & consistent revenue stream for their hotel partners, within the destination wedding & honeymoon niche. The Ask Me program combines sales, marketing and education as the core of its success and recognizes the strongest distribution channel any hotelier can have, is the support of the travel agent community. Ask Me reaches brides & grooms via multi-media co-operative advertising ventures, incorporating the latest technology with a grass roots philosophy, while creating a memorable experience for all parties involved in a destination wedding. Partner hotels are located in the Caribbean, Central America and Mexico, with expansion planned for Hawaii and Europe in 2008

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