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FOR IMMEDIATE RELEASE

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Premier Meetings and Incentives, a division of Fox World Travel, Re-brands to better serve its Global Customers

OSHKOSH, WI: Premier Meetings and Incentives (Premier) is a full service meeting, special event and incentive planning division of Fox World Travel. For more than two decades, Premier has worked with hundreds of organizations helping them creatively plan, budget, promote, manage and fulfill a great variety of programs. After 20 years in the business, Premier Meetings and Incentives now launches a new look to create a stronger communications connection to its parent company.

Now known as Fox Premier Meetings and Incentives, the intention of this re-brand is to maintain Fox Premier's unique, specialized niche in the marketplace with the support and strength of the 17th largest Travel Management Company in the US* – Fox World Travel.

"As a division of Fox World Travel, we believe it's time to align more closely to the positive image our parent company has built over nearly 50 years, without losing our distinction as a strategic, highly-trained service business. We solicited feedback from many of our customers and discovered our visual direction as a result of their input," states Tracy Norum, Vice President and General Manager for Fox Premier. "We manage incentive programs and strategic meeting management plans on a global scale. Our presence in the industry has grown significantly because we have a proven history of delivering memorable experiences and personal service each step of the way."

In the past several years, Fox World Travel and Fox Premier have found opportunities to serve its customers in all facets of the business – strategic meeting management, group and individual incentive programs, business travel and vacation travel. "By standing unified in the industry we have the ability to cross-sell and cross-serve, while tailoring our service approach to fulfill the unique needs of our clients," adds Tracy Norum.

Fox World Travel owns and operates 14 retail travel locations throughout Wisconsin, Fox Premier Meetings and Incentives in Oshkosh, and the Fox World Travel School. Visit Fox Premier Meetings and Incentives at www.gofoxpremier.com.

*according to the Business Travel Survey 2006 in Business Travel News.

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Where the World of Travel Begins!