



ICE PORTAL PARTNERS WITH AGODA.COM TO ENHANCE VISUAL CONTENT ACROSS SITE

The travel industry's leading visual content manager to optimize featured images of partner properties across Asia's leading accommodation site

Hollywood, Florida – April 28, 2015 – ICE Portal, the travel industry's leading visual content manager and distributor, has partnered with Agoda.com, one of the world's leading online accommodation platforms, listing hundreds of thousands of hotels and providing services in 38 different languages.

The partnership will integrate Agoda.com to ICE Portal's Visual-ICE® content management system, a distinctive cloud-based platform that collects, manages and distributes high resolution visuals – including photos, videos and 360-degree tours of over 40,000 hotels and resorts worldwide.

The collaboration will allow Agoda's partner hoteliers to be able to upload, curate and categorize high resolution visuals to be distributed on Agoda.com. On the downstream, Agoda.com will have access to ICE Portal's momentous database of visuals to boost hotels' image offerings for prospective guests.

“We're excited to be working with Agoda. The integration with Agoda will allow our hotels to better regulate their presentation on a critical sales channel,” says Nick Blasi, Director of Operations at ICE Portal. “We look forward to a long lasting, mutually beneficial partnership.”

“We are glad to be tapping into the industry-shaping expertise of ICE Portal. It is our goal is to ensure that our customers get the most optimum user experience possible, and ICE Portal's technology helps us achieve that,” says Errol Cooke, Vice-President for Global Hotels at Agoda.com.

About ICE Portal

ICE Portal is a technology and marketing company that helps travel suppliers manage, curate and deliver their visuals to 1000s of online travel and travel related websites – including major OTAs, GDSs, DHISCO (formerly Pegasus), Search Engines & Local Directories, and Social Networks. To find out how ICE Portal can work for you or to learn more about our company please visit www.ICEPortal.com.

About Agoda Company Pte Ltd

Agoda Company Pte Ltd (Agoda.com) is a leading Asia-based, online accommodation reservations company, which specializes in securing the lowest discount accommodation prices. Agoda.com is part of The Priceline Group (Nasdaq:PCLN). Agoda.com's network includes more than 500,000 hotels and other accommodation properties worldwide. The multinational staff of more than 1,700 professionals, located throughout the world, provides a first-rate reservation service that uniquely combines local knowledge and local connections to provide the best accommodation deals to both business and leisure travelers.

A member of the Pacific Asia Travel Association (PATA), Agoda.com's aim is to promote travel by making it more affordable and more accessible to more people. AGODA® is a registered trademark of AGIP LLC, used under license by Agoda Company Pte. Ltd.

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