

FOR IMMEDIATE RELEASE

**DERBYSOFT SIGNS VISUAL CONTENT DISTRIBUTION
AGREEMENT WITH ICE PORTAL**

Hollywood, Florida –March 23, 2016– Visual content curator and distributor, ICE Portal, has just signed an agreement with technology company, DerbySoft, known for its distribution and metasearch services. This partnership will enable global hotel companies and others in the hospitality distribution industry that use DerbySoft solutions to access ICE Portal’s comprehensive library of enhanced hotel visuals and metadata.

ICE Portal’s visual content management system, Visual-ICE, is a cloud-based platform designed to organize, optimize, and distribute high resolution photos, videos, and 360 virtual tours. Forty-five thousand hotels and resorts use Visual-ICE to distribute their visual content to travelers through a global network of over two hundred directly connected travel channels.

DerbySoft makes it possible for suppliers, distributors, and search engines to connect with each other while preserving their own business model, data logic, and connectivity preferences. Their metasearch technology provides clients with powerful bid optimization and analysis services and tools.

“DerbySoft is a leader in travel technology. Their solutions provide a tremendous amount of value to their partners on both sides of the supply chain by helping them realize increased revenue potential,” said Nick Blasi, ICE Portal’s Director of Operations. “We’re thrilled to be helping DerbySoft curate and couple visual content to its ARI data and other content. Pairing

high resolution visuals with ARI will allow DerbySoft's partners to create richer shopping experiences that contribute to more transactions."

"We are very excited to work with ICE Portal. This cooperation is a milestone for us as the first example of connecting hotel suppliers, distributors, and a third party services company without limitation," said Ted Zhang, DerbySoft's CEO. "ICE Portal's high-resolution visual content including photos, videos, and virtual tours will give end users a better shopping experience ultimately benefitting both our supplier partners and our distributor partners."

Both companies believe the integration will be mutually beneficial as their products are used among a plethora of major brands in the hospitality industry.

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 DerbySoft

Founded in 2002, DerbySoft's innovative technology and robust, globally distributed infrastructure serve to power hospitality distribution. Every one of the top ten global hotel groups and many other suppliers increasingly rely on DerbySoft because it enables them to partner better with the largest online travel agencies such as Expedia and Booking.com and to work more effectively with leading metasearch sites including as Kayak, Google, and Tripadvisor. DerbySoft's connectivity, traffic reduction, bid management, and optimization tools are unparalleled in their performance. DerbySoft's U.S. headquarters are in Dallas, and its worldwide technology headquarters are in Shanghai, China. www.DerbySoft.com
www.MetaSearchManager.com