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John Sprecher, Chairman
johns@make-noise.com | 239-395-9555
Al Krueger, Public Relations Director
alk@make-noise.com | 414-226-4900

'TWEEN WATERS INN, NOISE RECEIVE 4 FLAGLER FINALIST AWARDS AT 2007 FLORIDA GOVERNOR'S CONFERENCE ON TOURISM

Awards Signify the Best of Hospitality and Tourism Marketing in Florida, America's Most Popular Tourism State

MILWAUKEE (September 4, 2007) – 'Tween Waters Inn of Captiva Island, Florida, along with its advertising and public relations agency NOISE Inc. Branding, are recipients of four Flagler "Finalist" Awards signifying excellence in tourism marketing from Visit Florida, the state's tourism bureau. The awards were presented during ceremonies at the 2007 Governor's Conference on Tourism at Bacon Raton, Florida, August 26 – 27 (see photo). 'Tween Waters Inn is one of only four hotel or resort facilities in Florida to be nominated for a Flagler, and the only property on the West Coast of Florida.

The Flagler Awards represent the Florida hospitality industry's highest achievements, and are sponsored by Visit Florida. Awards are presented in 15 marketing categories, with three to five "Finalists" and one first place "Henry" Award presented within each category. Award-winning entries are judged by a panel of advertising and hospitality industry professionals from other states on creativity, excellence and demonstrated successful results.

The four Finalist Awards for 'Tween Waters Inn and NOISE were for the following marketing efforts:

- **Creative Partnership** – Awarded for "Two Tickets to Paradise," a unique, strategic partnership with USA3000 Airlines that resulted in the collection of more than 25,000 prospective guest e-mail addresses.
- **Consumer Promotional Materials** – Awarded for "Come to a Better Place" family of literature, including consumer brochure, weddings brochure and packages brochure.
- **Web site** – Awarded for "Come to a Better Place" website for 'Tween Waters Inn, which increased unique visitor web traffic by 25% and online reservations by more than 200% in one year.
- **Internet Marketing** – Awarded for "Come to a Better Place" e-marketing campaign to guests and prospects, which consistently result in open rates of 25%-33%, and click-through rates of 8%-15%.

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Located on beautiful Captiva Island, Florida, on 13 tropical acres of paradise that front the Gulf of Mexico to the west and Pine Island Sound to the east, the legendary 'Tween Waters Inn welcomes guests with a history of warm hospitality that spans more than 75 years. The full service resort features 137 quality accommodations, from historic seaside cottages to guest suites, studio suites and guest rooms; day spa; marina with fishing, boating, sailing, seaplaning and kayaking; three pools; tennis center; fitness center; nearby discounted 18-hole golf; business facilities; wedding and banquet facilities; award-winning, historic landmark Old Captiva House restaurant; lounge and bar; and entertainment. Visit tween-waters.com or call 800.223.5865 for reservations and information.

NOISE is a 21-years-smart multi-media branding agency specializing in travel, tourism, health care, real estate, retail, food, beverage and 10 other industries. The agency features offices in Sanibel, Florida and Milwaukee, Wisconsin, and serves clients throughout the United States in strategic planning, brand building, advertising, public relations, sales promotion, web design, internet marketing and media services.

Led by CEO Milissa Sprecher in Florida (named one of Southwest Florida's "40 Under 40" business leaders in 2007 by both *Gulf Coast Business Review* and *Gulfshore Business* magazine) and President Mary Parodo in Milwaukee, and Chief Creative Officer John Sprecher, the agency has been recognized for its abilities and success with more than 500 international, national and local awards in its history. The agency's work is also featured in textbooks on marketing, and on permanent display at Boston College's School of Hospitality. Visit make-noise.com or call 800-326-5443 for information.

Image Caption: Representing 'Tween Waters Inn and NOISE as winners of 4 Flagler Finalist Awards at the 2007 Governor's Conference are (left-right): Tony Lapi, president, Rochester Resorts; Jeff Shuff, General Manager, 'Tween Waters Inn; and John Sprecher, Chief Creative Officer, NOISE.