

For Immediate Release

Contact: Harald Bindeus
Ocean Point Beach Resort & Spa
Ph: 786-528-2580

**Ocean Point Beach Resort and Spa Selects Thayer Interactive Group
To Provide Comprehensive Internet Marketing Services**

Boykin-Managed Resort Chooses TIG to Increase Internet Bookings, Online Visibility

SUNNY ISLES, Fla. – May 5, 2003—Ocean Point Beach Resort and Spa, a 166-room, beachfront all-suite luxury resort in the Sunny Isles of Miami Beach, announced today it has selected Thayer Interactive Group (TIG) to provide comprehensive Internet marketing services to enhance its online visibility and Web bookings.

“In looking for ways to boost our revenue, we concluded that the Internet offers the greatest potential to reach out to interested travel customers,” said Harald Bindeus, director of sales and marketing for Ocean Point. “After researching several online marketing firms, we selected Thayer Interactive Group because it offers the highest level of service, by combining a proven track record of results with an intense focus on client support. Thayer has tailored its program to meet our specific sales and marketing objectives, and has provided a level of personal touch unmatched by its competitors. We look forward to working with Thayer to increase our Internet revenue, by aggressively marketing our resort online as the premier choice of Miami Beach luxury accommodations.”

According to the agreement, TIG will provide Ocean Point with a customized, five-part program—in effect becoming the property’s Internet marketing director—for a flat fee. The company’s full-service offering includes website development and content management; search engine optimization and pay-per-click marketing; strategic link marketing and online advertising; statistical reporting and analysis; and proactive client support.

“Ocean Point Beach Resort and Spa is a world-class resort in a dynamic market, and we anticipate powerful results,” said Philip W. Schneck III, TIG president. “We have had a tremendous impact in building Internet revenue for clients in a variety of markets, including major resort destinations such as Miami. Our program is customized to attract both leisure and business travelers based on the hotel’s specific needs and market conditions. By using a direct-to-consumer Internet marketing model, our program will deliver Internet consumers to Ocean Point at far more competitive ADRs than third-party intermediaries.”

Overlooking the Atlantic Ocean and surrounded by lush landscaped gardens, Ocean Point features 166 spacious suites and studios, most including full kitchen, washer and dryer, as well as a private terrace with spectacular ocean vistas. The award-winning design of this 27-story property also features a private beach, spacious pool area, European-style spa, state-of-the-art fitness center and exceptional dining. Ocean Point is operated by Boykin Management Company, which has had previous experience with TIG's Internet marketing results.

"Thayer has a strong tradition of client focus and proven results that match our standards of excellence," said Robert Boykin, President for Boykin. "Since 1958, Boykin has developed a reputation of leadership in the hotel industry by working with highly qualified partners. We are Thayer Interactive Group looking forward to a long relationship with Thayer and anticipate strong results for Ocean Point."

Ocean Point Beach Resort and Spa is a beachfront, luxury all-suite resort in the Sunny Isles area of Miami Beach. Overlooking the Atlantic Ocean, the resort is managed by Boykin Management Company, a privately held professional hotel management company that develops and operates first-class, full and limited service hotels and resorts throughout the United States. Boykin operates 24 hotels, with 6,653 rooms in 12 states, including hotels under the Crowne Plaza, Marriott, Hilton, Embassy Suites, Doubletree, Holiday Inn, Radisson, and Hampton Inn affiliations, as well as independent hotels and resorts.

Thayer Interactive Group (TIG) is a full-service Internet marketing firm designed to maximize online revenue and minimize effort for its hotel clients. The company's clientele ranges from branded and franchised hotels such as Hilton, Marriott, Six Continents and Starwood properties, to family-owned, independent hotels. TIG is the preferred provider of localized, web-based marketing for more than 150 Doubletree hotels, as well as the Doubletree national brand.