



FOR IMMEDIATE RELEASE

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**RUF STRATEGIC SOLUTIONS AND D.K. SHIFFLET & ASSOCIATES
FORM ALLIANCE TO PROVIDE PREMIER TRAVELER INTELLIGENCE**

OLATHE, Kan. – Acquiring new travelers can be a daunting task in today's competitive marketing environment. The limited prospect universe offered by response lists has been overly saturated. New privacy legislation threatens the very availability of response names as well as behavior data. The demand now, more than ever, is to find new and more effective ways of prospecting.

In order to better meet this need, Ruf Strategic Solutions has formed a strategic alliance with D.K. Shifflet & Associates, Ltd. (DKS&A), the recognized leader in U.S. travel research. This alliance will provide travel marketers with the best travel data from DKS&A and the best travel analytics from Ruf for the most predictive travel intelligence available.

DKS&A specializes in market research in all sectors of the travel industry. In business since 1982, the company has accumulated a comprehensive database on brands by sector and traveler type. This data can be utilized to assist organizations in determining competitive hotel and airline positioning, destination visitation, economic impact of tourism, and investment potential of tourism projects. DKS&A monitors U.S. travel over time by conducting large scale, projectable, monthly, syndicated traveler surveys.

Ruf, utilizing our 30 years of database marketing and statistical modeling expertise, has incorporated DKS&A's data into a series of premium list selection models from within our TRAVEL TARGETSsm product group. These DKS&A premium selects are called TRAVEL TARGETS GOLD. Applying Ruf's powerful analytics to information compiled from census demographics, national household lists and research data has created this leading-edge solution. TRAVEL TARGETS GOLD offers propensity selects on a vast range of travelers' brand and activity behaviors, enabling travel marketers to identify superior candidates for their messages.

Travel marketers can choose from a variety of travel categories, mixing and matching as needed, and combining demographics to obtain the greatest targeting power possible. The travel categories include:

- Destinations — Choose by country, region, city or theme park.
- Travel Mode — Choose by air, auto, bus, train or boat preferences, including the ability to choose each by brand.

- Hospitality — Choose by brand and class (i.e., economy or luxury), timeshare, all-inclusive resorts, cruises, and more.
- Activity — Choose from a wide variety of activity preferences, including adventure, culture, sport, shopping and business.
- Travel Value — Choose by the average length of stay, dollars spent, etc.
- Seasonality — Choose travelers who prefer traveling during peak seasons or shoulder seasons.
- Media — Choose by the media channels most likely to generate responses.

“When it comes to understanding and predicting traveler behavior, the better the input data, the better the prediction,” explains Eric Ruf, chief operating officer for Ruf Strategic Solutions. “By forming alliances with premier data partners like DKS&A, Ruf continues to increase the value of services we can provide for our clients.”

For more information on DKS&A, visit www.dksa.com on the Web or contact Jim Caldwell at 703-536-0933 or at info@dksa.com.

Ruf Strategic Solutions delivers a full suite of tourism-industry intelligence solutions to help organizations acquire new travel customers, retain existing travel customers, and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions has been helping organizations maximize the return on their marketing investment through superior travel intelligence. Ruf's unique ability to integrate vast arrays of data, technology tools, and 30 years of expertise empowers organizations with truly actionable and measurable intelligence. Ruf currently services many market leaders in the tourism industry, including countries, state tourism departments, CVB's, timeshares, cruise lines, international destinations, resorts, and airlines. Ruf Strategic Solutions is independently owned and operated. For more information, visit www.ruf.com on the Web or contact Kurt Ruf at 800-829-8544 or at kurt@ruf.com.

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