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News Release

FOR IMMEDIATE RELEASE

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SAN JOSE CONVENTION & VISITORS BUREAU LAUNCHES NEW WEB SITE

Web site Enhanced to Provide Meeting Professionals More Personalized Content

SAN JOSE, CALIF. – April 27, 2004 – The San José Convention & Visitors Bureau (SJCVB) announced the launch of its new and improved web site (www.sanjose.org). With one-to-one marketing functionality and a new look and feel, visitors and residents of San José will find the one-click navigation process simple and the content more valuable.

The SJCVB's new web site includes an enhanced meeting planner section, which provides meeting professionals more personalized information based on market segment. Additionally, meeting planners will find the Request for Proposals (RFP) process easier and less time consuming. With the old site, planners were required to register for a user name and password to submit a RFP, but with the new web site, meeting specifications can simply be copied and pasted into a one-page form.

In fact, after just one week of launching the new site, the SJCVB has seen a 53% increase in visitors, and the number of RFPs received has been on the rise.

The SJCVB web site will continuously be monitored and enhanced to provide more customized information. Future improvements include a comprehensive calendar of events database, an interactive map program, and additional one-to-one marketing functionality.

About The San Jose Convention and Visitors Bureau (SJCVB)

The San José Convention and Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau's Convention Sales and Convention Services departments serve as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San José, the Bureau's Visitor Services

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department can provide tools for learning about and planning a trip to San José. For a calendar of events or to receive a copy of the Bureau's *Meeting Planners Guide* or *Official Visitors Guide*, please contact the San José Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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