



For Immediate Release

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IMG Associations Announces Management Agreement with the World Religious Travel Association

LEXINGTON, Ky., (March 23, 2009) – IMG Associations, the association management division of IMG, has signed a management agreement with the World Religious Travel Association (WRTA). Through this agreement, IMG will provide WRTA with support for its members worldwide.

“Faith-based travel is a growing segment in the travel market and we are pleased to welcome WRTA to the IMG family of association partners,” said DeLaine Bender, vice president of client success, IMG Associations. “We are confident our industry experience will benefit the members of WRTA and support WRTA’s growth efforts.”

“As an association that has experienced remarkable growth and visibility in its first two years, we are confident IMG Associations travel management expertise, knowledgeable staff, proven systems and intimate knowledge of the travel business will further our development as a world-class organization and leader in the travel industry,” said Kevin J. Wright, WRTA president. “We look forward, with the help of IMG, to WRTA providing unparalleled services and increasing benefits to our members while also hosting the annual World Religious Travel EXPO, the most important trade show and event in the religious travel and hospitality industry.”

WRTA is the leading global network for the \$18 billion faith tourism industry. WRTA's primary purpose is to guide, enrich, and expand religious travel and hospitality around the globe via the trade, consumer, and media. Its membership is comprised of airlines, accommodations, tour operators, travel agents, tourism offices, media and other key players in the tourism industry.

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About IMG Associations

IMG Associations is a professional association management company and a leader in helping professional and trade associations expand membership, promote their mission, and seize opportunities for growth. IMG Associations is a division of IMG (<http://www.imgworld.com>), the world’s premier sports, entertainment and media company, and an active member of the Association Management Company Institute and the American Society of Association Executives. For more information on IMG Associations, visit <http://www.imgassociations.com>.