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Alexander Anolik Signs on as Travel Law Counsel for Platinum One Destinations

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San Diego, CA (February 14, 2008)— Alexander Anolik, widely recognized as one of the pre-eminent travel attorneys in the world and president of the largest U.S. law corporation focusing on the practice of travel law, registrations and travel industry consultation and litigation, has become the travel law counsel for Platinum One Destinations (P1D) and he will share his insights on the state of the travel business as a featured guest in an online presentation hosted by P1D and the Synergy Marketing Group (SMG) on February 19, 2008.

P1D is an exclusive membership site, the first to offer travel to members at the company's cost, along with five-star service. With this "High Touch, High Tech" experience, P1D exclusive members discover a single travel solution with the 24/7 convenience of the internet, true wholesale pricing—the equivalent of company cost--unavailable to the general public, access to virtually anywhere in the world and five-star service whenever they desire or expect it. The P1D concierges will cater to all their travel needs, book custom vacations, provide guidance and counsel and provide VIP treatment. P1D also provides a dynamic new business opportunity for the entrepreneur who wishes to make these same benefits available to others, while earning commission for membership sales. P1D "soft-launched" in late

December with great success, reporting revenues of \$2 million in the first 45 days.

“Having Alexander Anolik as our travel law counsel is a real feather in our cap. His vast knowledge of this field ensures that we have the best guidance as we grow our business and create innovative products,” said P1D’s CEO Deborah Smith. “He has a unique perspective on the travel business and we have created a forum for him to share it with our P1D members and other interested parties.”

Anolik cited his reasons for becoming involved with P1D: “I’m impressed with the management of the company because they’ve asked me for the best, they’ve listen to my suggestions and they have the brains and product to put them in front of the market,” said Anolik. “I am joining forces with P1D and I am committing myself to open forums, conferences and training to make sure that the members learn how to sell travel and at the same how to practice Preventive Legal Care®.”

Smith noted that the presentation is open to P1D and the public. Anolik will offer an in-depth look at the travel industry from the consumers, business owners and resellers standpoint. Anolik will address questions on how travel consumers can protect themselves, and how travel business owners and resellers can protect the reputation of their businesses in a quality-diverse travel market.

According to The World Travel & Tourism Council (WTTC), by the end of this year, Travel & Tourism is set to account for 10.3 per cent of global GDP and more than 234 million jobs. The WTTC forecasts show continued growth across the world, averaging 4.6 per cent per annum globally over the next ten years.

“More people than ever are travelling and will be getting involved with travel business opportunities like P1D,” said SMG CEO Nitsa Nakos “But in this market the mantra should be buyer beware. While quality travel memberships and opportunities do exist, people need to know how to truly evaluate their options, especially in the wholesale market. Alexander Anolik knows more about the pitfalls within the travel business than anyone in the world and we are pleased to offer him as a resource to the travel community in this program.”

In 1977, Anolik wrote the first comprehensive text on travel law, *The Law and the Travel Industry*, a guide for travel agents, consumers and attorneys covering basic laws governing the travel industry. His newest books are focused on the legal rights of the traveller: *The Frequent Traveler’s Guide* and *Traveler’s Rights: Your Legal Guide to Fair Treatment and Full Value (Legal Survival Guides)*.

Anolik is the industry expert on evaluating travel agencies, and is the author of *Travel, Tourism, and Hospitality Law*, a training text for colleges and vocational schools. In addition he co-authored *A Personnel and Operations Manual for Travel Agencies*, a complete agency personnel and procedures manual that is offered by the Association of Retail Travel Agents (ARTA) as their official member’s procedure manual. He is co-author of the four editions of *The Official Outside Sales Manual* that summarizes current state travel laws, and is distributed by AAA for various agencies.

Anolik represents many of the world's leading travel wholesalers, hotel chains, independent travel agents, and international cruise lines and air carriers. Among his clients have been Amazon.com, CheapFares.com, GetThere.com/Sabre.com, Las Vegas.com, FarePortal.com, Ticketmaster, C&H International, Picasso Travel, China Airlines, Air India, El Al, UTA French Airlines, Carnival Cruise Lines, Royal Cruise Lines, Windjammer Cruises, Travel Club International, Wyndam Travel, Holiday Inns, Outrigger Hotels, the California Travel and Tourism Commission and the government tourist offices of Argentina, Israel, India and Taiwan.

A sought after speaker and authority, Anolik has been featured on ABC, CBS, CNN, NBC, MSNBC, CNBC, and "48 Hours" and NBC's "Dateline" where he has analyzed the travel industry and explained consumer rights. He has assisted in research and has appeared on "Inside Edition" and "Fox News" Anolik has been cited by the United States 9th Circuit Court of Appeals, Condé Nast travel magazine, The Wall Street Journal, New York Times, USA Today and more than 100 trade and international periodicals. The San Francisco-based attorney has testified as an expert in Federal and State Courts and before various other government entities in the United States and throughout the world.

He has also been legal tourism consultant to private industry and law firms dealing with travel. Anolik has worked and written for travel magazines around the world, including Travel Trade Magazine and Travel Agent Magazine, for whom he has acted as Travel Law Editor. Most recently, he was appointed a Field Editor for Annals of Tourism Research, a social science journal. He has represented mega-travel agencies such as BTI Americas and Carlson Travel Network, nationwide coalitions, and the National Association of Cruise Only Agencies – NACOA. He serves as Co-Editor for IFTTA News and IFTTA Journal, published for travel attorneys.

The Platinum Platter Corporate presentation with Mr Anolik will take place online February 19, 2008 at 11:11 pm EST at www.synergyglobalonline.com . Audio will be available through conference line 1-218-486-1408 PIN 4488#

For more information on Alexander Anolik Esq. go to www.travellaw.com

The Anolik Law Corporation is an organization dedicated to informing the public and protecting consumer's rights and promoting traveler's awareness as is illustrated by over thirty years of working to serve the needs of traveling consumers and the industry.

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