



MEDIA RELEASE

Tourism Ireland awards €2.6 million website development contract to LB Icon

Dynamic new tourist websites will combine global reach with a local 'touch'

London, September 19th, 2005 - Tourism Ireland has awarded a €2.6 million web development contract to LB Icon Limited. This UK based agency made a joint bid with sister company Wheel, providing a powerful combination of systems integration and creative marketing experience to meet Tourism Ireland's requirements.

The new global online presence will promote Ireland as a tourist destination for overseas travellers. The site will deliver information through 24 websites in 14 languages, to provide a more dynamic user experience for over five million visitors a year, with content tailored to local country requirements.

Tourism Ireland awarded the three-year contract following an extensive six-month tendering process. LB Icon Limited and Wheel, both part of the international LB Icon Group, are partnering with Tourism Ireland to provide user experience, design, development and technical services for the websites. The sites will be implemented with the Tridion R5 Content Management System.

"Our objective is to create a Web presence that is 'best in class' in the tourism sector," said Kieran O'Hea, Internet Manager at Tourism Ireland. "We selected LB Icon as a partner because of its experience of multinational website rollouts, its global presence and its superb track record in developing high-quality websites for high-reputation consumer clients such as Unilever and Marks & Spencer."

"The Internet has become a vital medium in the battle to stay competitive in the international tourism sector," explained Joe Byrne, Director of Markets and Customer Relations with Tourism Ireland. "Our customers are becoming increasingly knowledgeable and sophisticated in their use of the web and in the range of information they require. The new websites will anticipate these requirements by providing a much more dynamic user experience and facilitating greater levels of interaction between our customers and our industry partners, who received over one million referrals from our websites this year."

Of the six short-listed bids for the project, LB Icon scored highest in the key evaluation criteria of web design and development, project and client management, delivery and support capabilities and content management. "The content management system is the heart of the website," added O'Hea, "LB Icon's implementation of Tridion R5 will provide us with a scalable solution for our global web presence which will also allow our offices worldwide to easily tailor web content to local requirements."

The new Tourism Ireland websites will be phased in from January 2006, starting with the Great Britain site, followed by the rollout of the remainder of the local market sites from February until the end of April 2006.

For more information visit:

www.lbicon.co.uk

www.tourismireland.com

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LB Icon Group

The LB Icon Group is a multinational organisation consisting of service firms providing integrated strategic business consulting, branding, communication and technology services to forward-looking corporations on a national and international basis. The LB Icon Group consists of 12 companies across Europe and the US. Visit www.lbicon.com

LB Icon Limited is a UK-based technology services operation with over 100 professionals providing a range of services including information management, customer interaction and outsourced information services. The company builds large Web-based applications for high-reputation clients including Barclays, Boots, BT, Corus, Formula One and Volkswagen. Visit www.lbicon.co.uk

Wheel, an LB Icon Group company, is a world-class team of interactive specialists and one of the few, genuinely full service agencies in the digital space. Having been around for over 15 years and with just under 100 people, the company has the experience, scale and expertise to offer clients specialist advice across the digital marketing mix. With a creative offering which has its foundation in the 'big idea', Wheel is well placed to develop truly integrated campaigns, or to integrate with the work of traditional agencies. As part of the LB Icon Group of companies, Wheel now has a global network to help clients achieve their aims across borders. Visit www.wheel.co.uk

Tourism Ireland

Tourism Ireland was established under the framework of the Belfast Agreement of Good Friday, April 1998, to increase tourism to the island of Ireland as a whole. Today the organisation employs 150 people in key source markets – Great Britain, USA and Canada, France, Germany, the Netherlands, Denmark, Belgium, Italy, Spain and Australia – as well as in Ireland, in Dublin and Coleraine, to deliver targeted marketing programmes and work in close cooperation with travel trade, on-line operators, media, carriers and Irish industry partners. Visit www.tourismireland.com

Tridion

Since its establishment in 1999, Tridion and its partners have developed a practice that focuses on enabling customers to manage their content within a web environment – content that facilitates improved commercial interaction between customers, suppliers and employees. Tridion R5 enables large organisations to manage and deliver content in multiple formats and languages to numerous Web sites, channels and online applications. Tridion R5 is a trademark of Tridion BV. Visit www.tridion.com