

KOREY KAY & PARTNERS

NEW BUSINESS NEWS

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OYSTER.COM, THE INNOVATIVE ONLINE HOTEL REVIEW AND BOOKING WEBSITE, BOOKS KOREY KAY & PARTNERS

NEW YORK, NY August 9, 2011— Oyster.com, the Internet's only hotel review and booking website to have their own travel journalists inspect and critique hotels, has appointed Korey Kay & Partners as its Agency of Record.

Founded in 2008, Oyster.com combines exclusive content and commerce all in one online location. The website publishes its own objective, in-depth hotel reviews documented with thousands of photographs, and expert editorial opinions.

Based on a strict set of criteria and ratings, Oyster's curated content is designed to give users the best and most accurate way to research, plan, and book their holidays. Oyster's goal is to ensure that customers have the most enjoyable vacation experience possible. They accomplish this by providing objective, extensive critiques of hotels around the world.

"The only way to really know about a place is to actually go there. Everything else is just a guess. That's the basis of our business," said Elie Seidman, co-founder and Chief Executive Officer of Oyster.com.

Commenting on the new partnership, Korey Kay Chairman and CEO Allen Kay said, "Oyster.com is rewriting the rules of how people research and purchase travel. Vacationers are frustrated by other online hotel booking sites who don't give them the "real deal." Oyster.com tells it and shows it like it is." Ariel Charytan, co-founder and Chief Creative Officer of Oyster.com, is equally enthusiastic about the relationship, "In a world of daily new startups and fads, Korey Kay helps entrepreneurs tackle the marketing challenges of today with the unmatched wisdom gained from their 40 years of innovation in advertising."

Korey Kay & Partners has a long and impressive track record with well-known, respected and successful travel and hospitality clients. Korey Kay introduced Virgin Atlantic Airways, defined the Virgin brand and helped grow the airline for its first eleven years. The agency also branded, introduced and helped grow Marriott Suites; Positioned Celebrity Cruises and for seven years created their advertising until it sold to RCL for \$2 billion. Korey Kay is also known for the work they've done with Steve Wynn, starting with the Golden Nugget, through Mirage Resorts and currently, Wynn Resorts.

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About Oyster.com

Oyster.com (www.oyster.com) is the web's hotel truth serum. Oyster.com's mission is to deliver unbiased, expert information about hotels and make it easy to discover the perfect destination. Oyster sends trained "undercover agents" to visit, comprehensively photograph, critique and rate each hotel reviewed on Oyster. Featured on and in hundreds of media outlets including The Today Show, 20/20, *The Wall Street Journal*, *The New York Times*, *The Economist* and many more, Oyster's hotel investigators visit every property in person and take hundreds of honest photos so that travelers know what to really expect when they arrive. There are in-depth reviews of New York hotels, Miami hotels and Los Angeles hotels to name a few, with plans to increase the destinations covered nearly ten-fold over the next year. Additionally, there are five (and counting) international Oyster sites, including Spain, Germany, Italy, Brazil and France. Management includes Microsoft alum Eytan Seidman, formerly of Microsoft's Bing.com; and two highly accomplished serial entrepreneurs, Ariel Charytan and Elie Seidman. Oyster is funded by Bain Capital Ventures and The Travel Channel.

About Korey Kay

Korey Kay & Partners is a New York based, creatively-driven, full-service advertising agency known for putting companies on the map and then all over it. The agency has launched such clients as Virgin Atlantic Airways, Comedy Central, Wynn Resorts and Celebrity Cruises. The agency is also known for its long-running campaigns for Stuart Weitzman, the Metropolitan Transportation Authority, Tri-Honda Auto Dealers and The Port Authority of New York & New Jersey. As well as creating the only global anti-terrorism campaign, "If you see something, say something." Recent account acquisitions and assignments include Dyson, Amtrak, Oyster.com, and Commodore USA. Phone: 212-620-4300. Koreykay.com

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