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BLAZE PUBLIC RELATIONS TRIUMPHS WITH TWO NEW CLIENTS

***Travel and Hospitality Accounts Expand with the Latest Additions:
Grand Velas All Suites Resorts & SPA Riviera Maya and Viking River Cruises***

LOS ANGELES - (November 18, 2008) – BLAZE, the nationally recognized PR firm that attracts compelling and aggressive consumer brands that need to win, today announced the addition of a two new accounts to its growing client roster. BLAZE continues to attract optimal clients, with the addition of **Grand Velas All Suites Resort & SPA** and **Viking River Cruises**.

BLAZE will draw on its position as an industry leader to support the launch of **Grand Velas All Suites Resort & SPA, Riviera Maya, Mexico** a , \$250 million, ultra- luxury, all-inclusive resort featuring spacious suites, cuisine and spa facilities to debut in Winter 2009. Pioneering a new perception of all inclusive, Grand Velas Riviera Maya offers appointed butler/concierge service for every guest regardless of suite category. The property includes 495 luxuriously appointed suites to accommodate a variety of travelers from adult-only to families traveling with children, seven restaurants with menus created by local celebrity chefs, a more than 76,000 square-foot spa specializing in thalassotherapy and breathtaking views of the verdant jungle and beach. The resort will also feature a 91,000 square-foot convention center that will be prime location for incentives, business meetings, social gatherings and weddings.

BLAZE has also been hired by **Viking River Cruises**, the world's largest river cruise company, to enhance the company's leadership position through strategic counsel, brand

building and media relations. A principal in deluxe, all inclusive vacations, Viking River Cruises offers quality service, gourmet cuisine and comfortable scenic cruising along the majestic rivers of Europe, Russia and China. The company has been recognized globally as the pinnacle of river cruise lines by a mélange of top tier consumer and travel trade publications. Geared toward cultured, experienced travelers with an interest in geography, culture and history, Viking River Cruises offers extensive educational experiences through its Culture Curriculum (SM) and Old World Highlights® immersion programs.

“When we target client partners, we seek companies that are outstanding leaders in their industries. We are delighted to implement a strategic and holistic communications campaign for both Grand Velas Riviera Maya and Viking River Cruises. Both brands are strongly aligned with how BLAZE approaches success which is why our agency continues to grow and exceed the expectations of our clients,” said Craig Rexroad, president of BLAZE.

Grand Velas All suites Resort & SPA, Riviera Maya and Viking River Cruises join BLAZE’s current clients, including **7-Eleven stores, The Oaks at Ojai, Sheraton Universal, Dolce Hotels and Resorts, Le Merigot, a JW Marriott Beach Hotel and Spa, Snowcreek Resort, Troy Adams Design, Westin Casuarina Grand Cayman and Westin St. Maarten**, among others.

BLAZE is owned by parent company DAVIES Communications and together with DAVIES offers a powerful combination of public affairs and corporate and consumer public relations for clients throughout North America, as well as international clients targeting U.S. audiences. DAVIES, which has offices in Santa Barbara, Sacramento, Washington D.C. and Los Angeles, is a nationally recognized strategic communications firm with a strong public affairs expertise. Combined, the firms have more than 40 professionals, and are highly ranked by *O’Dwyers* and *PR Week*. Visit www.blazepr.com for more information.

About Grand Velas All Suites Resort & SPA:

Grand Velas All Suites Resort & SPA Riviera Maya represents the latest and most sophisticated iteration of the ultra-luxury, all-inclusive resort experience. Building on the success of its AAA 5-Diamond-ranked sister property in Nuevo Vallarta, this Leading Hotels of the World designated resort is the preeminent one of its class boasting 495 suites, each more than 1,000 square-feet, in three separate ambiances-- adult-only Oceanfront Ambassador Grand Class Suites, family-friendly Ambassador Suites and Master Suites embraced by the flora and fauna of the Yucatan Peninsula’s jungle. The resort presents a gastronomic tour of the Yucatan, Europe and Asia offering seven restaurants with world-class chefs from France, Spain and Mexico; the region’s largest spa sanctuary at more-than 76,000 square-feet specializing in thalassotherapy; dedicated butler service for each guest and a 91,000 square-foot convention center ideal for business and social gatherings of all sizes, including weddings. The resort was designed by lauded Mexican architecture firm

EliasElias and features the sleek and modish interiors that fuse the serenity of the Caribbean with the vibrancy of Yucatan cultures. Committed to stewardship and responsible corporate governance, Grand Velas Riviera Maya has partnered with the biosphere reserve and people in ecological and cultural conservation efforts and offers guests the opportunity to experience the natural wonder and rich customs of the region through its diverse packages and on-site educational programs. 40 miles from Cancun International Airport, Grand Velas Riviera Maya has 1,500 employees delivering a three to one employee to guest ratio and was developed by Jalisco, Mexico-based Grupo Velas. For more information on Mexico's most refined Caribbean sojourn, visit www.grandvelas.com.

About Viking River Cruises:

Viking River Cruises is the world's largest river cruise company which offers quality service, gourmet cuisine and comfortable scenic cruising along the majestic rivers of Europe, Russia and China. Since its 1997 inception, the company has grown to a fleet of 22 vessels, and provides unique, deluxe vacations to experienced travelers with an interest in geography, culture and history. The company has been honored multiple times as the top river cruise line on *Condé Nast Traveler's* "Gold List" and *Travel + Leisure's* "World's Best" Awards. Travel agents have recognized Viking River Cruises as "Best Riverboat Cruise Line" by *Travel Weekly*, "Best River Cruise Line" by *Recommend* and *Travel Agent* magazines, and as "Best Overall Cruise Line for River Cruising" by *TravelAge West*. For more information please visit www.vikingrivercruises.com.

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