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TRAVEL + LEISURE MAGAZINE TO LAUNCH SEVENTH INTERNATIONAL EDITION, IN SOUTH KOREA

NEW YORK, NY (September 4, 2008) -- American Express Publishing Corporation President and CEO Ed Kelly announced today the launch of *Travel + Leisure*, in South Korea, the seventh international edition of the world's leading travel magazine and its growing global network. Published by The Daily Focus, based in Seoul, Korea, *Travel + Leisure Korea* will debut with a September 2008 issue and a monthly frequency.

"Nearly 14 million people traveled overseas from Korea last year, a figure, according to the Korean Tourism Office, that is predicted to rise," said Kelly. "We're pleased to offer this growing group of travelers their own local edition of *Travel + Leisure*."

So-Young Joo has been named editor of *Travel + Leisure Korea*. Joo, who has served as managing editor of *Asiana* and *We* magazines, will be responsible for all local content, as well as adapting or tailoring select content from the U.S. edition for the Korean market.

"Consumers in Korea are becoming increasingly more knowledgeable and sophisticated about travel, presenting the perfect time to offer *Travel + Leisure's* well respected and award-winning editorial to our readers," Joo commented.

Nancy Novogrod, senior vice president and editorial director of American Express Publishing and editor in chief of the U.S. edition of *Travel + Leisure*, will provide editorial direction for this new edition.

"*Travel + Leisure Korea* underscores the global reach of the T+L brand and the similarities in tastes and interests shared by committed travelers throughout the world. As with all our international editions, it will no doubt provide my editors and me with a better understanding of Korea and its role within Asia," Novogrod commented.

Mark Stanich, chief marketing officer for American Express Publishing Corporation, who also oversees the international business says, "*Travel + Leisure* continues to expand globally by strengthening our international franchises in select growing markets. Our *Travel + Leisure* brand aligns extremely well with a growing number of Korean consumers who value travel and new cultural experiences. We look forward to working with The Daily Focus, who is a very innovative partner, to meeting the needs of this new readership and to optimizing the flourishing local advertising market."

With the introduction of *Travel + Leisure Korea*, American Express Publishing expands its international stable to 21 foreign editions in ten languages. *Travel + Leisure Korea* joins *Travel + Leisure Southeast Asia*, *Travel + Leisure South Asia*, *Travel + Leisure Mexico*, *Travel + Leisure Turkey*, *Travel + Leisure Australia*, and *Travel + Leisure China*, as well as *Departures Japan*, *Departures Russia*, eleven editions of *Departures Europe*, and *Food & Wine China*.

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About Travel + Leisure: The premier chronicler of the way we travel now, *Travel + Leisure* examines the places, the ideas, and the trends that define modern global culture. The magazine and its website, www.travelandleisure.com, inspire millions of people to explore the world, equipping them with reliable advice and a clearer understanding of how travel can change their lives. *Travel + Leisure* has a network of international editions, including *Travel + Leisure Mexico*, *Travel + Leisure Australia*, *Travel + Leisure Turkey*, *Travel + Leisure China*, *Travel + Leisure South Asia*, *Travel + Leisure Southeast Asia*, and *Travel + Leisure Korea*.

About the American Express Publishing Corporation: American Express Publishing Corporation is an authoritative content company primed to deliver lifestyle expertise that informs choices, enriches perspective and empowers affluent and

accomplished people -- and the businesses that serve them -- to make decisions and lead extraordinary lives. A wholly owned subsidiary of American Express Company, American Express Publishing brands include *Travel + Leisure*, *Food & Wine*, *Departures*, *Travel + Leisure Golf*, and *Executive Travel* magazine. The company also produces a variety of travel, cooking, wine, time management, and financial books and products, creates online content, operates luxury-marketing events and creates custom print and online programs for clients.