



PRESS RELEASE



Rough Guides announces content deal with MSN Latino

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In one of the first deals of its kind, Rough Guides have announced a new partnership to bring custom Spanish-language destination guides and image slideshows to MSN Latino's portal.

This is the first foreign language online deal for Rough Guides and the first travel content that MSN Latino have licensed from a guide publisher. As part of the deal, Rough Guides will provide guides to over 100 top destinations, complemented by beautiful slideshows these will give the cultural background and practical information to a destination in the usual entertaining and honest Rough Guide style. The guides have been created by Rough Guides uniquely for MSN Latino, to reach the rapidly expanding Hispanic market in the US.

Tom Hall, DK's Travel Licensing Manager, said: "This not only extends our relationship with a key partner in the online travel market, but also expands Rough Guides presence into new territories and languages. We are delighted to be providing MSN's travellers with localized Rough Guides to help plan their trips."

MSN Latino launched its travel channel a year ago to target the Hispanic audience across the United States. For further information visit <http://viajes.latino.msn.com>

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About Rough Guides: www.roughguides.com

Rough Guides is a leading publisher of travel information with over 300 travel guides, maps and phrasebooks. An award-winning CoolBrand, passionate for telling it like it is, Rough Guides are respected for their accurate, up-to-date content and informed, contemporary writing. Rough Guide also produce guides to subjects as diverse as Climate Change and the iPhone, and publish downloadable travel podcasts, podscrolls, e-guides and digital maps. Rough Guide travel content is also available on mobile phones in Europe with Motorola and Samsung. For more information visit www.roughguides.com and do as Rough Guides do: Make the most of your time on earth.