

FOR IMMEDIATE RELEASE

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TO THE INTERNET EDITOR

“Welcome to Chiangmai & Chiangrai” named top travel website in SE Asia

Northern Adventures L.P. and Infothai CM Co., Ltd. today announced that the website "Welcome to Chiangmai & Chiangrai" (WTCMCR) (<http://welcome-to.chiangmai-chiangrai.com>) was selected as one of the best destination-specific web sites in the world. In the column "SiteSeeing" appearing in the *San Francisco Chronicle* on February 4, 2001, Mr. Michael Shapiro, author of the "Internet Travel Planner" and a regular columnist for the newspaper, said that the web site was "An informative online magazine covering northern Thailand."

After discussing how to use the Internet to plan for a trip, Mr. Shapiro noted, "some of the best travel sites cover just one destination or region." He recommended a total of 23 web sites throughout the world as his "personal picks," including 3 sites focused on Asia and the Pacific. Within the Asia and Pacific region, only the "Welcome to Chiangmai & Chiangrai" site was recommended for Southeast Asia, with the other two sites covering Japan and Australia.

The "Welcome to Chiangmai & Chiangrai" print magazine has been published by Northern Adventure L.P. for more than 15 years and is distributed throughout northern Thailand. Each issue contains news and stories about travel, culture, food, handicrafts, festivals, and other information useful to visitors to northern Thailand.

From its launch in 1986, "Welcome to Chiangmai & Chiangrai" magazine has filled an important public relations channel between visitors and the local tourism industry in northern Thailand. Margaret Bhadungzong, co-publisher of the "Welcome to Chiangmai & Chiangrai" magazine, said "To be the only electronic magazine in Thailand named by Mr. Shapiro is exciting and eventful. When we receive this type of professional feedback, we know we have reached our objective."

Since 1996, Infothai CM Co., Ltd. has published the online version of the magazine, and the web site has grown from modest beginnings to its current state of over 440 well-organized and quick-loading pages. Infothai CM Co., Ltd. is one of the original web site hosts and developers in Thailand, and is the webmaster for local and international companies, governmental agencies, and NGOs. Mr. Michael McCune, Infothai's managing director, said, "We are very pleased to receive this recognition for our work and the outstanding work done by the management and staff of the printed magazine. Together, our efforts will bring new visitors and new business to Thailand."

PRESS ENQUIRIES:

Ms. Margaret Bhadungzong
Co-Publisher
Northern Adventures L.P.
Welcome to Chiangmai & Chiangrai Magazine
P O Box 100
Chiangmai 50000 Thailand
Tel: (66-53) 247083 Fax: (66-53) 248033
E-mail : margaret@chiangmai-chiangrai.com

Mr. Michael McCune
Managing Director
Infothai CM Co., Ltd.
299/50 Mooban Natongville 1, Chiangmai-Lampang Road
Tasala, Muang
Chiangmai 50000 Thailand
Tel / Fax : (66-53) 248 859
E-mail : webmaster@infothai.com