



BAHAMAS WEATHER CONFERENCE EXPANDS VIDEO PODCAST

Destination Employs Technology to Broaden Reach of Event

NASSAU, The Bahamas, March 31, 2008 – The Bahamas Ministry of Tourism has relaunched the Bahamas Weather Conference VODcast Center to make portions of the Bahamas Weather Conference available via Video On Demand to those who cannot attend. The Web site will present the 2008 seasonal forecast and landfall predictions from Colorado State University; an interview with Bill Read, recently appointed director of the National Hurricane Center and his recap of the 2007 Atlantic hurricane season; news and information from speakers on topics from climate change to the impact of a hurricane on New York City. These informative and media friendly interviews will be captured and posted during the 12th annual Bahamas Weather Conference from April 9-13, 2008. Access content on the conference Web site at www.bahamaswxconference.com and subscribe via Apple iTunes for automatic updates.

VODcasts (Video On Demand podcasts) from the Bahamas Weather Conference will be based on this year's agenda of presentations which will look back at a surprisingly quiet hurricane season, global warming and hurricane activity, and the behavior of hurricanes in the Northeast region of the U.S. These short video features will be posted daily April 9-13, while the conference is taking place at the Westin Grand Bahama Island. Weather media and other interested parties can access the video on the homepage at www.bahamaswxconference.com or click on the Apple iTunes icon to subscribe. Subscription will automatically deliver new content to those registered when they log onto Apple iTunes and the Internet. Video sharing tools have been added this year to make it easy to share content with friends, colleagues or to publish to a blog. No video iPod is necessary to share in the news and information of the Bahamas Weather Conference VODcast. The content is also available free of charge to news organizations and can be downloaded directly from the site for use on Web sites. Broadcast quality can be ordered through the site.

The Islands Of The Bahamas made history in 1997 by becoming the first Caribbean country to address the topic of hurricanes directly by creating the Bahamas Weather Conference. Since its inception, the conference has hosted hundreds of meteorologists from North America as well as Canada and Europe. The success of the Bahamas Weather Conference has been its ability to bring together media with the top hurricane experts in the U.S. including Max Mayfield, former director of the National Hurricane Center, Dr. William Gray of Colorado State University, and many others from the National Weather Service, FEMA and emergency management.

The Bahamas Ministry of Tourism has been recognized as a leader in the tourism industry for this long-standing initiative and is pleased to lead the way again by employing this new technology to expand the reach of the Bahamas Weather Conference far beyond its borders.

Life in The Islands Of The Bahamas is as culturally diverse as it is vibrantly beautiful, from the carefree Out Islands to exciting Nassau/Paradise Island and Grand Bahama Island. With world-class diving and fishing, gorgeous turquoise water and miles of picture perfect beaches, the 700 islands of The Bahamas offer visitors the opportunity to do everything or nothing at all. For more information on travel packages, activities and accommodations throughout The Islands Of The Bahamas, call 1-800-Bahamas or visit www.bahamas.com. To experience The Bahamas at home, visit www.eshopbahamas.com.

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