

For Immediate Release
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Contact: Ryan Smith
(919) 645-2676
rsmith@visitraleigh.com

**THE GREATER RALEIGH CONVENTION AND VISITORS BUREAU
ANNOUNCES HINTON + GRUSICH AS EXTERNAL SALES TEAM**

Raleigh, NC (January 6, 2009) – The Greater Raleigh Convention and Visitors Bureau (GRCVB) has signed a contract with national sales office, hinton + grusich. The contract began January 1, 2009.

Based in Chicago, IL, hinton + grusich is a leading national meeting and convention sales office representing hotels and destinations throughout the county and worldwide. The company has regional offices in key feeder markets including: New York, Atlanta and Denver.

The company's ten sales staff will work on the GRCVB's behalf to source qualified meeting and convention leads through prospecting, scheduling targeted sales calls, sending qualified meeting leads and hosting client events throughout key markets. The GRCVB's in-house sales department filters those leads to participating hotels and the Raleigh Convention Center.

"We are excited about having our world-class facilities marketed by such a respected industry organization," said Denny Edwards, president and CEO of the GRCVB. "This dynamic partnership will build brand awareness for our area and generate direct economic impact. It will also allow Wake County's hotels and meeting space to be presented in markets where we currently have limited representation."

"The Raleigh area is undergoing significant change and revitalization with the opening of the Raleigh Convention Center, new hotels and meeting space," said Bill Grusich, president of hinton + grusich. "We are excited to represent an area that is quickly gaining notoriety as a premier meeting and convention destination."

The Greater Raleigh Convention and Visitors Bureau as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable growth and development by increasing visitor and convention business. Through its website, visitRaleigh.com and other tools, the GRCVB assists local visitors in a variety of ways.

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