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Immediate Release

K Squared Earns Travel Experts, Inc. Account: Top Virtuoso Company Gets the Word Out on Hosting Successful Agents

CHICAGO – August 12, 2010 – K Squared Communications, a marketing, public relations, and social media firm specializing in the travel industry has just signed with Travel Experts, Inc. to promote their services and successes as a top host agency. Travel Experts is known in the travel industry for hosting hundreds of expert travel agents who pair the ideal travel package with people looking to travel anywhere in the world. Travel Experts has achieved notable success over the past year in the cruise segment with a 40% increase in cruise production and a 23% increase in revenue from 2009 to 2010.

“The Travel Experts team, including their independent agents, consistently delivers top-notch travel expertise to their clients. They have a clear understanding of the future of the travel industry and are able to individually tailor travel experiences to meet travelers’ needs,” said Kate Koziol, president of K Squared Communications. “Our work with Travel Experts will consist of telling their story in new and fresh ways to audiences within both the travel and business industries.”

Independent agents that are affiliated with Travel Experts enjoy 100% commissions and simply pay a monthly fee rather than a portion of their commission. Travel Experts is staffed with seasoned agents ready to assist travelers in all aspects of their trip including flights, cruises, and hotel and resort stays.

“We are fortunate to have the most driven, knowledgeable and amiable agents in this industry, and are very proud of the continued success of our independent agents,” said Susan Ferrell, president of Travel Experts, Inc. “We look forward to broadcasting that success through the work of K Squared and we know that their services will spotlight our passion and determination for complete client satisfaction.”

Travel Experts was founded in 1989 as a pioneering host agency. Travel Experts is now ranked in the Top 40 of Travel Weekly’s 2010 “Power List” of the Largest Agencies in the Country as well being honored as a top luxury travel specialist by Crystal Cruises, Silversea Cruises, Yachts of Seabourn and Regent Cruise Lines. More information on Travel Experts is available at www.travel-xperts.com or by calling 800-274-2544.

About K Squared

K Squared Communications is a public relations, social media and marketing firm specializing in finding, refining and promoting positive stories that help grow client businesses. Founded in 1997, K Squared Communications is a national entrepreneurial award-winning organization and more information about K Squared is available at www.ksqrd.com or via many social media sites such as Facebook, Twitter and You Tube or by calling (773) 774-7847.

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