

Press Release

For Immediate Release

KDS Expands with addition of John Severini CTC.

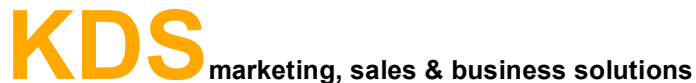
Huntington Beach, Ca. (November 20, 2007). Veteran travel executive, John Severini CTC has joined ***KDS marketing, sales & business solutions***, and will provide consulting services that will allow the company to service additional demand and clientele.

“John’s background is unique...he’s one of the few travel industry leaders with executive experience in three diverse areas...cruise, tour and the Walt Disney Company,” said Kim Davis Severini, founder and president of KDS. “This is a real benefit for KDS and clients as we now, with expanded services, can accommodate clients within 90% of the travel industry. While we continue to provide resort and niche sales and marketing for our client base, John Severini’s addition allows us to offer creative sales and marketing solutions for any organization, large or small, in any sector of the business” added Davis Severini.

John Severini has 20+ years of executive travel industry experience and was most recently President of Trafalgar Tours. He has also held senior level positions in sales, marketing and operations for Royal Cruise Line, Norwegian Cruise Line and the Walt Disney Company.

“I am incredibly excited to join KDS...and so many of my successes and accomplishments during my time at Disney and with cruise lines and the tour sector can be applied to most businesses within the travel industry” said John Severini. “There’s a huge opportunity within most companies, regardless of their size and focus, to improve and enhance their overall performance. That’s where KDS comes in...we have now a full range of services that will attract companies looking to break out of the norm and re-energize their business with relevant strategies that will attract new business and customers” he added.

John Severini, considered an industry leader, has been a prominent speaker who is well known for his motivational presentations at trade shows, conventions and national travel industry events. He has served on numerous advisory boards and councils that have included the Disney Company, tour industry organizations and CLIA.



His many accomplishments include introducing the first “franchise” sales organization at Royal Cruise Line of San Francisco. He was recruited by the Walt Disney Company as part of the “start up” team for Disney Cruise Line, who was credited with industry innovations such as the first resort/cruise/air “seamless check in” and rotation dining.

His experience also includes branding national companies, and developing product and promotional campaigns structured to expanding and improving core businesses. He also worked closely with a variety of agency organizations such as AAA, Virtuoso, Carlson, Signature Travel Network, and domestic and international tourist boards. Well known to the consumer and trade press as a travel industry spokesperson, John has also authored a variety of press columns, workshops and seminars focused on sales, marketing and customer service.

“If a company *really* wants to determine if they have an opportunity to expand and improve their business, they need only to point and click their way to our new website...www.kdsmarketingandsales.com and take our “on-line” test. They’ll find 10 quick questions that every leader should be asking themselves...if they answer “yes” to any of the test questions, they should call KDS so that we can show them specifically what we can do to provide them opportunities for customer and revenue growth.”

For brochure and information contact **KDS marketing, sales & business solutions**, 227 22nd St, Huntington Beach, Ca, 92648; email solutionskds@aol.com, ph 714 536 6969.