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**FOR IMMEDIATE RELEASE**

**KOL-ROM MULTIMEDIA CREATES VIRTUAL NEW YORK TOUR  
AND INFORMATION RESOURCE FOR DELEGATES AND ATTENDEES  
OF REPUBLICAN NATIONAL CONVENTION**

*6,000 Delegates, Media Receive Multimedia CD-ROM of New York City,  
Complete with Video Greetings from Mayor Bloomberg*

**BALTIMORE, MD – August 26, 2004** – With only a few days remaining before the 2004 Republican National Convention taking place in New York City, Kol-Rom Multimedia, a leading provider of experiential marketing CD-ROM productions, today announced it has distributed the “Welcome to New York” CD-ROM to the more than 6,000 delegates and media attending the Republican National Convention in New York City next week.

“Welcome to New York” is a comprehensive information source about New York City. Delegates attending the Convention, who have received the CD-ROM by mail, will be able to use it to understand the ins and outs of The Big Apple in the context of the point-and-click world, rather than relying on brochures and guidebooks. The CD-ROM was produced in cooperation with NYC & Company, New York City’s convention and visitors bureau.

"NYC & Company worked with Kol Rom to create a virtual visitor experience of New York City for the delegates and guests attending the 2004 Republican National Convention. The CD reflected the excitement and hospitality of the World's Second Home," said Lisa Mortman, director of communications, NYC and Company.

Each section of the CD-ROM is introduced by current and former New York politicians, including Mayor Michael Bloomberg, former mayors Rudolph Giuliani and Edward Koch, and Governor George Pataki. Also, television and radio personality Sean Hannity narrates the CD-ROM’s introductory video.

“Our goal was to create a CD-ROM that captured the full New York experience, from Broadway to the personalities to the sheer size of The City,” said C.J. Kramer, Kol-Rom’s president and multimedia director. “We expect attendees will be pleased with the result, and will be able to get the most they can out of The City using this experiential CD-ROM as a guide.”

**-more-**

## **Welcome to New York – 2 / August 26, 2004**

Traditionally, political convention host cities have produced comprehensive information packs about the city for all delegates. But such packs can be cumbersome and difficult to read in-depth. The “Welcome to New York” CD-ROM enables delegates to easily navigate to the portion of the disc that focuses on their current interest, be it finding a restaurant where they may want to have dinner that evening or understanding more about New York City’s history.

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### **About Kol-Rom Multimedia**

Delivering multimedia solutions since 1999, Kol Rom Multimedia creates experiential CD-ROMs that help clients engage, excite, inform and motivate their audiences. For more information, please visit [www.kolrom.com](http://www.kolrom.com).

### **About NYC & Company**

NYC & Company, the city’s official tourism marketing organization, is a private, membership-based non-profit dedicated to building New York City’s economy and positive image through tourism and convention development, major events and the marketing of the city on a worldwide basis. For more information visit [www.nycvisit.com](http://www.nycvisit.com).