

What is a Disney World Fan's Favorite Guide?



For Immediate Release



Contact: Kate Bandos, KSB Promotions
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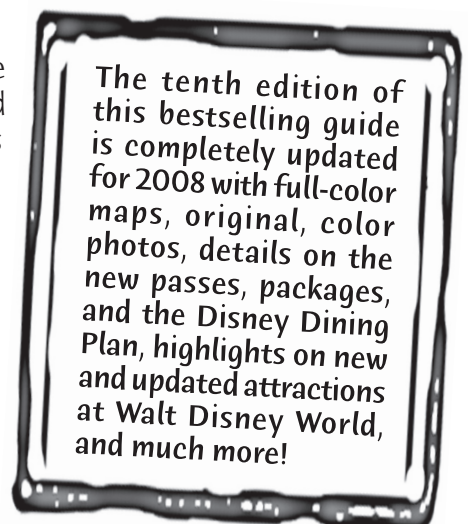
Planning Increases Pleasure, Decreases Pressure at Disney World®

Ann Arbor, MI — The size and scope of Walt Disney World in Orlando, Florida is enough to make the most seasoned traveler shiver. Disney has packed four major theme parks and twenty resort hotels into those fabled 47 Florida square miles. With all those choices, how can an everyday Mom and Pop hope to deliver a family vacation to remember? “Planning!” say Walt Disney World vacation veterans Jennifer Marx and Dave Marx. “The vast Walt Disney World complex is not designed for procrastinators or last-minute travelers. Without a plan, a Disney vacation is nowhere near as much fun, and can quickly sink a family’s finances. A plan and a budget will keep your vacation happily afloat.”

Watson and Marx put their advice where it could help others with their award-winning travel guide, **“PassPorter’s® Walt Disney World® 2008: The unique travel guide, planner, organizer, journal, and keepsake!”** (\$22.95, PassPorter Travel Press, ISBN-13: 978-1-58771-049-0). Not content to write “just” another guide, the authors continue where other guides leave off. In one neat, spiral-bound package they’ve combined a 296-page guide with 14 organizer “PassPockets,” creating a proven planning system for the perfect vacation.

What do you do with a PassPocket? Write your vacation itinerary on the front of each pocket before you go, store maps, brochures, passes, and receipts inside the pocket while you’re there, and record your memories and expenses on the back to review when you return home!

Printed front-and-back with fill-in-the-blank sections for itineraries, To-Do lists, notes, expenses, meals, photos taken, and cherished memories, PassPockets make organized travel a snap! One pocket is dedicated to travel plans, another pocket is for lodging, ten one-a-day pockets are dedicated to vacation fun, another pocket is for an extra day or a special event, and a final pocket saves special memories and creates a trip report.



Although the PassPockets put **PassPorter’s® Walt Disney World® 2008** in a league by itself, the travel guide section easily stands on its own. The Disney-owned resort hotels get special attention, including detailed color maps, photos, and room layouts. “Visitors can spend more on lodging than they do at the theme parks,” Jennifer Marx notes, “so we dedicate at least four pages to every resort hotel owned and operated by Disney. You can change your mind about a ride, but your lodging decision sticks with you for your entire visit.”

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The theme parks also get the full **PassPorter**® treatment. Each of the four major parks—Magic Kingdom, Epcot, Disney-MGM Studios, and Disney's Animal Kingdom—get a detailed layout, complete with full-color fold-out maps and a concise description of every ride and attraction. Disney's two water parks, the Downtown Disney/Pleasure Island complex, Disney's Wide World of Sports, and the Disney Cruise Line are covered, too.

Meal times are fun times at Walt Disney World, and with over 250 dining options, the **PassPorter**® team had its work cut out for them. Every full-service restaurant on Disney property is rated and reviewed, as well as every counter-service eatery in the parks. "We give you a good taste of every restaurant and still keep it concise, which is important in a book people carry with them all day," says Dave Marx, who loves to eat and cook. "We also give a complete rundown on Disney's Character Meals, where Mickey, Peter Pan, or Pooh Bear pay a visit to every table. Believe me, grown-ups love this just as much as the kids!"

Another hit feature are the fun "ToddlerTips," "KidTips," "TweenTips," and "TeenTips" by Alexander Marx and Allison Cerel Marx, Jennifer and Dave's children. Allie's Tips for the attractions are a big help to kids and parents alike! Allie also rates every attraction at every park with her "A-OK!" ratings. These are accompanied by age-appropriate ratings for park attractions, giving parents a heads up on what attractions are suited to their kids.

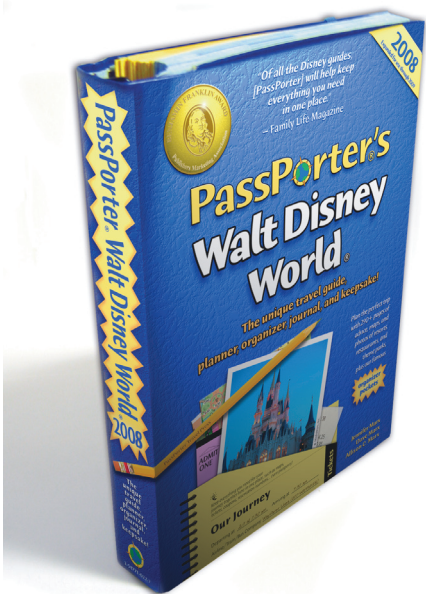
So when the magic of Walt Disney World beckons, pick up a copy of the award-winning **PassPorter's® Walt Disney World® 2008** travel guide. Not only will you discover Walt Disney World through the eyes of three seasoned fans, but you'll be more organized and better budgeted than you ever thought possible.



PassPorter's® Walt Disney World® 2008

The unique travel guide, planner, organizer, journal, and keepsake!

By Jennifer Marx and Dave Marx



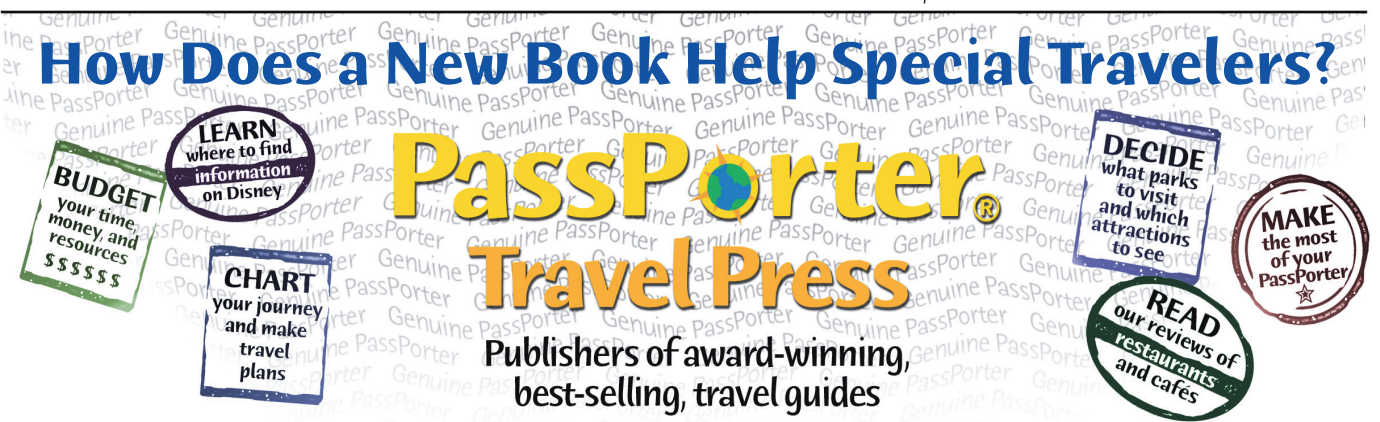
- 296 pages
- 30 full-color maps (includes 4 fold-out maps)
- 45 Photos
- 10 worksheets
- 14 pockets
- Index
- 6.35" x 9"
- Concealed spiral binding with elastic band closure
- \$22.95 US
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Web site: <http://www.passporter.com>
Note: The 2009 edition debuts in November 2008.

Editor's Note/Not For Publication:
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How Does a New Book Help Special Travelers?



PassPorter® Travel Press
Publishers of award-winning, best-selling, travel guides

BUDGET your time, money, and resources \$\$\$\$\$\$

LEARN where to find information on Disney

CHART your journey and make travel plans

DECIDE what parks to visit and which attractions to see

MAKE the most of your PassPorter

READ our reviews of restaurants and cafes

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PassPorter “Opens the Mouse” to Disney Vacationers With Extra Challenges

Award-Winning Authors Offer Travel Advice for Dozens of Unique Needs

Ann Arbor, MI—How do you plan a magical Disney vacation when you have trouble walking around, food allergies, or are traveling with an infant or a senior? Do you know the best hotel to accommodate your unique needs? How can you request special assistance touring the parks or dining? The answers to all these questions—and thousands more—are detailed in the new **PassPorter's Open Mouse for Walt Disney World and the Disney Cruise Line** guidebook (ISBN-13: 978-1-58771-048-3, 448 pages, trade paperback, \$22.95) by AllEarsNet editors Deb Wills and Debra Martin Koma.

PassPorter's Open Mouse for Walt Disney World and the Disney Cruise Line opens the door to Disney World for everyone! With more than 440 pages of in-depth information for vacationers of all abilities, this guidebook offers coverage of every ride, attraction and resort on Walt Disney World property from a distinctive “extra challenges” perspective. Edited by bestselling PassPorter author Jennifer Marx and peer reviewed by more than 30 vacationers with a variety of unique needs, this book is the second edition of the multiple award-winning **PassPorter's Walt Disney World For Your Special Needs** book. Authors Deb Wills and Debra Martin Koma received a Benjamin Franklin Award and a ForeWord Magazine Book of the Year award for their work on the first edition.

Bob Sehlinger, author of the bestselling *Unofficial Guide to Walt Disney World*, says **PassPorter's Open Mouse** is “the ultimate sourcebook for Disney World visitors with unique problems and needs. Well organized and crisply written, the comprehensive volume covers everything from the needs of nursing mothers to disabled access to autism. Almost anyone with a special need will find both understanding and excellent advice between the covers of this landmark work.”

Consider the typical multi-generational family planning a vacation--pregnant and nursing moms, parents with infants, cousins “keeping Kosher” or Halal, grandparents with declining mobility, a child with food allergies, an uncle struggling with obesity, a teenaged daughter recently “converted” to vegetarianism... everyday people coping with everyday needs. Walt Disney World does more to accommodate their many needs than nearly anyplace else, and **PassPorter's Open Mouse** tells you how.

This completely updated edition offers coverage of 24 special challenge categories, embracing dietary choices and hundreds of medical and mental health issues. The authors provide comprehensive information on Disney resort hotels and thorough evaluations of every Disney ride and attraction with a focus on special challenges. In addition, dozens of travelers with unique needs, including special diets, provide numerous tales, coping strategies, and insider tips. Profiles of travelers with specific challenges give added insight to what makes Walt Disney World such an “open” vacation spot. **PassPorter's Open Mouse** offers everything you need to enjoy Disney to the fullest, from some of the most trusted names in Disney travel.

To place orders for this guidebook, visit <http://www.passporter.com>, call toll-free 877-929-3273, or visit your favorite bookstore.

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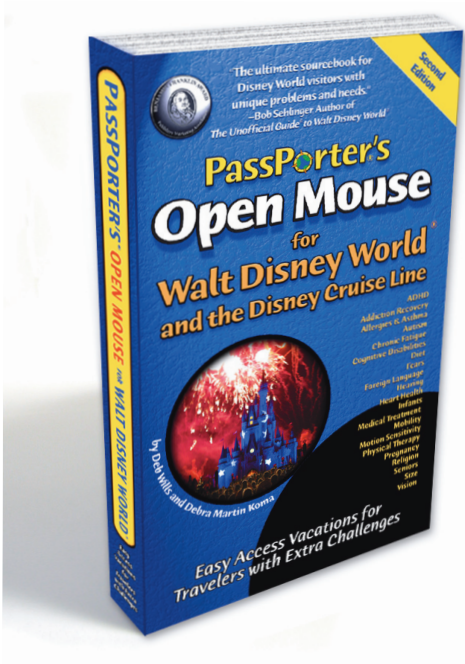
About Deb Wills: Bitten by the Disney bug at an early age, Deb Wills combined her computer skills with her love of the Walt Disney Theme Parks to create Deb's Unofficial Walt Disney World Information Guide (WDWIG) (<http://www.allears.net>). Over the past eleven years, she has developed the site into one of the most up-to-date, independent resources about Walt Disney World on the Internet. Deb also publishes ALL EARS(R), a free weekly electronic newsletter with over 89,000 subscribers from around the world. She is widely recognized as a Walt Disney World expert, and was featured in the Chicago Sun Times article, "Queens of the Internet." Deb also helps raise funds and awareness in the fight against Breast Cancer, and is herself a breast cancer survivor.

About Debra Martin Koma: A freelance writer since 1989, Debra Martin Koma has written about food, travel and lifestyle issues for a number of local and national publications, including airline in-flight magazines. She has visited Walt Disney World more than 40 times in the past 13 years, and enthusiastically shares her passion for the Orlando resort with readers of AllEarsNet and its weekly companion newsletter ALL EARS through feature articles the cover a variety of topics.

About AllEarsNet: According to a recent Disney-released consumer survey, 90% of vacationers planning a Disney vacation turn to the Internet. AllEarsNet consistently tops the lists of favorite Disney World information resources. The Wall Street Journal, The Unofficial Guide to Walt Disney World, and even MSNBC.com have all singled-out AllEarsNet as a top pick for vacation planners, and countless individuals on Internet discussion forums recommend visits to "Deb's site" for all kinds of Disney vacation information. Visit AllEarsNet at <http://www.allears.net>.

About PassPorter Travel Press: PassPorter guidebooks are known for their comprehensive information, devotion to accuracy, and unique planning features. The publisher's flagship title, *PassPorter's Walt Disney World* (tenth edition out in November 2007), features PassPorter's unique PassPocket organizer pockets. *PassPorter's Disney Cruise Line* will be out in its sixth edition in December 2007, and is the most comprehensive guidebook devoted to the Disney cruise. There are more than a quarter of a million copies of PassPorter books in print. Visit PassPorter.com at <http://www.passporter.com>.

PassPorter's® Open Mouse for Walt Disney World® and the Disney Cruise Line®



By Deb Wills and Debra Martin Koma

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What is the First Guide to the Disney Cruise?



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The First Guidebook to the Disney Cruise Line is Also the Best

Ann Arbor, MI – The innovative Disney Cruise Line attracts hundreds of thousands of Disney and cruising fans to its Bahamian and Caribbean cruises. Disney's unique facilities and programs, along with its hallmark, first-class customer service, means full ships and happy cruisers. And like visitors to the Walt Disney World Resort in Orlando, Florida, cruisers have an almost obsessive need to "know before they go." For many years, no dedicated guidebook had existed for the Disney Cruise Line (or any other cruise line, for that matter)—only a few pages here and there in Walt Disney World guidebooks and general cruise guides. That all changed in 2003 when PassPorter Travel Press introduced ***PassPorter's Field Guide to the Disney Cruise Line and Its Ports of Call: The take-along travel guide and planner***. Thanks to a very warm welcome from the cruising community, the guidebook is now in its fifth edition and going strong (January 2007, \$18.95, PassPorter Travel Press, ISBN-13: 978-1-58771-037-7).

Authors Jennifer and Dave Marx, who are also authors of the best-selling, award-winning ***PassPorter Walt Disney World Resort***, originally intended to produce a short supplement for Disney World-bound readers going on a Disney cruise. As they got deeper into the project the manuscript grew and grew—so many useful tips and details were discovered, and readers continued to ask questions they wanted to have answered in the book. The fifth edition of the guidebook is up to a whopping 336 pages and offers an unprecedented level of detail in a travel guidebook, including in-depth coverage of the line's itineraries and ports of call. No detail is too small—from dining room menus to detailed deck plans, daily activities to shore excursions and extensive port-of-call coverage—it's all included. The in-depth information is accompanied by over 90 original photographs and more than 20 maps, chart, and worksheets. The guide has everything first-time and veteran cruisers need to know about booking and enjoying a cruise with Mickey ... and maybe a little extra, too!

PassPorter's Field Guide to the Disney Cruise Line and its Ports of Call—Fifth Edition comes in two formats: paperback (\$18.95, ISBN-13: 978-1-58771-037-7) and deluxe (\$39.95, ISBN-13: 978-1-58771-038-4). The deluxe edition is looseleaf, with a deluxe padded ring binder and 14 innovative organizer pockets, like those in the PassPorter Walt Disney World guidebook. The pockets allow readers to write their vacation itineraries on the front of each pocket before they go, store their cruise documents, birth certificates, and passports to have on hand when they arrive, keep maps, brochures, passes, and receipts inside the pockets while they're there, and record their memories and expenses on the back to review when they return home! Printed front-and-back with fill-in-the-blank sections for itineraries, To-Do lists, notes, expenses, meals, photos taken, and cherished memories, PassPockets make organized travel a snap!

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Cruisers can design magical cruise vacations with this take-along travel guide and planner for the Disney Cruise Line. All aspects of the Disney Cruise Line are described in deep detail, complete with maps, diagrams, charts, and photos. Comprehensive information for planning, traveling, stateroom selection, dining, playing, and touring is included, along with an entire section devoted to making magic onboard.

Field Guide Features Include: Original photos of the cruise line and ports of call, coverage of recent changes, tips for first-time cruisers, money-saving ideas and programs, details on the Disney Cruise Line Terminal, four pages of packing tips and lists, floor plans of each stateroom category, recommended staterooms (and rooms to avoid), menus for all four restaurants plus special dinner menus and room service, kids' dining, tips for your first day aboard, activities for all ages, Internet Cafe and wireless guide, overlooked attractions, eight pages of information, maps, and reviews for each port of call (including the summer 2008 West Coast itinerary ports), childcare, staying healthy, Disney characters, glossary of terms, planning calendars for 2007/2008, important phone numbers, web site index, and input from several peer reviewers!

So when the romance and excitement of the high seas calls, pick up a **PassPorter** and book passage on the adventure of a lifetime!

"**PassPorter's Field Guide to the Disney Cruise Line**" is available through major bookstores, online bookstores, and at the PassPorter Store at <http://www.passporter.com/store> or 877-929-3273.

PassPorter's Field Guide to the Disney Cruise Line and Its Ports of Call—Fifth Edition

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By Jennifer Marx and Dave Marx

336 pages 26 maps and diagrams
90 Photos 10 worksheets Index
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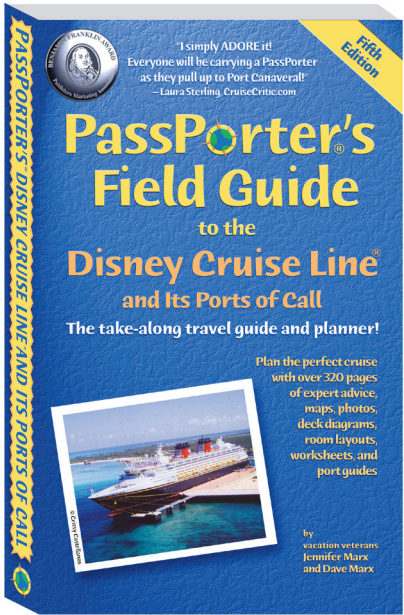
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Note: The sixth edition debuts in December 2007.

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Where are Disney's Hidden Treasures?



For Immediate Release

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Walt Disney World Vacationers Love to Hunt for Hidden Details

There is hidden treasure at the Walt Disney World Resort in Orlando, Florida. While it may not consist of golden doubloons, it is every bit as priceless. There are countless sets of often-hidden and always-interesting Disneyesque items for you to find during your vacation. Sometimes these items are purposefully hidden; other times they are out in plain view for all to see but few to notice. Hunting for your favorite item can add a new dimension to your vacation and a greater appreciation for the creativity of Disney's master theme park designers, the "Imagineers."

For the first time, clues to over 1500 of these hidden bits of magic are organized into 100-plus scavenger hunts in the book, ***PassPorter's Treasure Hunts at Walt Disney World*** (\$11.95, ISBN-13: 978-1-58771-026-1, 192 pages), designed to be a fun, inexpensive add-on to any vacation. Clues are presented in the form of questions and are ranked by difficulty level, with a challenge for everyone. First-time visitors and young hunters (ages 6 & up) enjoy the "easy" ranked questions, while the "mixed" category appeals to a broader range of vacationers—perfectly suited for family groups or team-building activities. Veteran Disney fans looking for a new way to enjoy their favorite haunt can challenge themselves with the "expert" level questions. "PassPorter's Treasure Hunts at Walt Disney World" also features a special treasure hunt for which readers can earn a free "treasure hunter" badge with a good score. There's even a "buried" treasure hunt hidden somewhere within the pages of the book to present an extra challenge.

"Treasure hunts" have become a tradition and passion among Disney fans. Many of Disney's popular guided tours, such as Hidden Treasures of (Epcot's) World Showcase, exist just to reveal the kind of items that make hunting so rewarding. Look to the second floor windows on Main Street in any of Disney's Magic Kingdoms. As many fans can tell you, they're filled with signs that immortalize the people who were instrumental in creating Disney's parks.

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PassPorter's Treasure Hunts at Walt Disney World covers every theme park, water park, and Disney resort hotel. Also included are several treasure hunts for the Disney Cruise Line aboard the Disney Magic, Disney Wonder, and at Disney's private island Castaway Cay. Answers to the treasure hunts are provided in "locked treasure chests" in the back of the book. Readers must open the sealed treasure chest pages to reveal the answers, thus inhibiting peeking or accidental reading.

Created by a team of veteran theme park hunt designers at PassPorter Travel Press (publisher of highly-respected PassPorter guidebooks to Walt Disney World, the Disney Cruise Line and California's Disneyland), **PassPorter's Treasure Hunts at Walt Disney World** will add an extra dimension of fun to your next Walt Disney World visit.

PassPorter's Treasure Hunts at Walt Disney World is available through major bookstores, online bookstores, and at the PassPorter Store at <http://www.passporter.com/store> or 877-929-3273.

PassPorter's Treasure Hunts at Walt Disney World

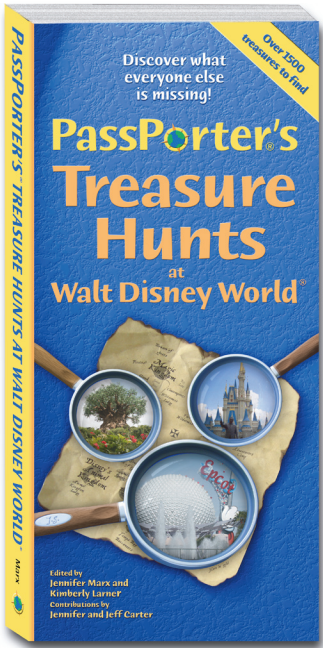
Edited by Jennifer Marx and Kimberly Larner; Contributions by Jennifer and Jeff Carter

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Where Did the Disney Magic Begin?

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Publishers of award-winning, best-selling, travel guides

BUDGET
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money, and
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LEARN
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information
on Disney

CHART
your journey
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Southern California’s Awesome Size Calls for Awesome Plans

In a nation where nearly every region offers enough sights and marvels to overwhelm even the most experienced vacation planner, few regions can compete with the awesome size and scope of Southern California. Hollywood and the City of Los Angeles that surrounds it; San Diego with it’s fabled zoo, parks, museums and waterfront attractions; and most certainly not least, Anaheim, home to the world’s first and most fabled theme park, Disneyland. With all those choices, how can an everyday Mom and Pop hope to deliver a family vacation to remember? “Planning!” say Walt Disney World vacation veterans Jennifer and Dave Marx. “Without a plan, a Southern California vacation is nowhere near as much fun, and can quickly sink a family’s finances. If you don’t believe us, pop a copy of National Lampoon’s Vacation into your DVD player!”

The Marxes put their advice where it can help others, in **PassPorter Disneyland Resort and Southern California Attractions** (\$21.95, ISBN-13: 978-1-58771-004-9, 296 pages). Not content to write “just” another guidebook, the authors continue where other guides leave off. In one neat, spiral-bound package they’ve combined a 296-page guide with 14 organizer “PassPockets,” creating a proven planning system.

PassPorter’s focus is Disneyland, in keeping with its established Disney expertise (PassPorter’s Walt Disney World guidebook is now in its eighth edition, its Disney Cruise Line in its fourth). Disneyland’s parks, restaurants and hotels receive the detailed and carefully organized treatment that built PassPorter’s reputation. Each Disney-owned hotel receives a four page description, including a map and room layouts. Every restaurant at the parks, Disney hotels, and Downtown Disney receives a detailed write-up, including PassPorter’s unique calculation of average meal price (tax and tip included) and ratings from Dave, Jennifer, and PassPorter readers. Theme park attractions receive similarly detailed coverage that includes ratings, age/height/accessibility requirements, age suitability, and typical wait times. Perhaps best of all, the Disney parks are treated to PassPorter’s oversized, fold-out color theme park maps, which many readers believe surpass Disney’s own.

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PassPorter chose an especially auspicious year to debut its Disneyland guidebook. In May 2005 Disney kicked-off an 18-month celebration of the 50th anniversary of Disneyland park. Dubbed the “Happiest Homecoming on Earth” at Disneyland (and the “Happiest Celebration on Earth” elsewhere for the company’s world-wide commemoration of the event), Disney has unveiled new and refurbished attractions, parades and fireworks, and PassPorter covers them all.

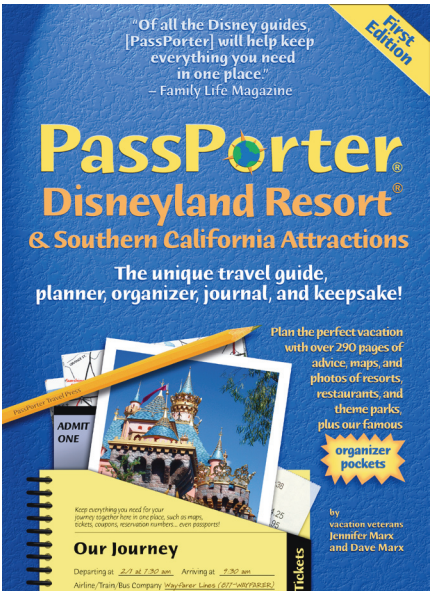
There is life beyond Disney, especially in Southern California. “With the addition of Disney’s California Adventure and Downtown Disney, Disneyland became a three-to-five day vacation destination,” says Dave. “The challenge, of course, with all there is to see and do in Southern California, is deciding what to do with the rest of your week.” PassPorter has focused on a selection of sights most likely to appeal to a Disneyland-oriented family. Nearby Knott’s Berry Farm is on the list, as is Universal Studios Los Angeles and Six Flags Magic Mountain a bit farther to the north. To round-off a visit to Los Angeles PassPorter also turns the spotlight on the Hollywood and Highland district and Downtown Los Angeles. Another possibility explored in depth is a visit to San Diego. Balboa Park, with its many museums and exhibits and the fabled San Diego Zoo, is a worthy addition to any vacation. PassPorter also visits Sea World, Old Town, and a bit farther out of town, Legoland and the San Diego Wild Animal Park. Either the San Diego or Los Angeles option is enough to round-out a Disneyland-focused week.

PassPorter Disneyland Resort and Southern California Attractions

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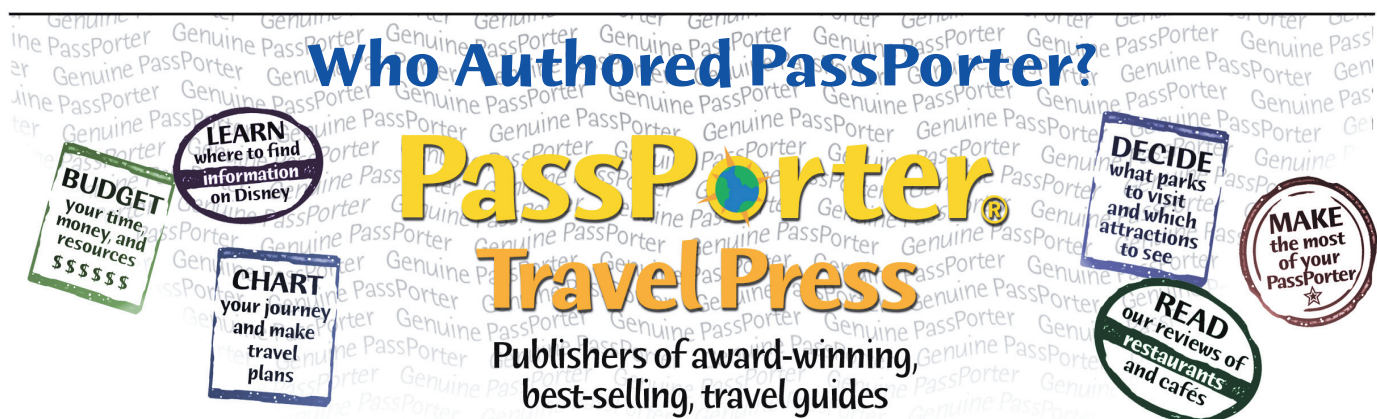
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About the PassPorter Authors, Jennifer Marx and Dave Marx

Jennifer Marx

Jennifer Marx (formerly Jennifer Watson) fell in love with Walt Disney World on her first visit as a teenager in 1983. She has since returned more than 100 times, visiting every park, attraction, restaurant, and resort at least once. An author of over fifteen other popular books, she yearned to write one about Walt Disney World but felt no interest in churning out yet another tour book when there were so many excellent guides already available. When she hit upon the idea of the PassPorter, she knew she could offer her fellow vacationers something different. With the help of the PassPorter, Jennifer has organized gatherings at Walt Disney World for individuals, groups and families of all ages and stages. Jennifer wishes she lived in Cinderella Castle, but happily settles for Ann Arbor, Michigan, where she lives with Dave and their 3-year-old son, Alexander.

E-Mail: jennifer@passporter.com



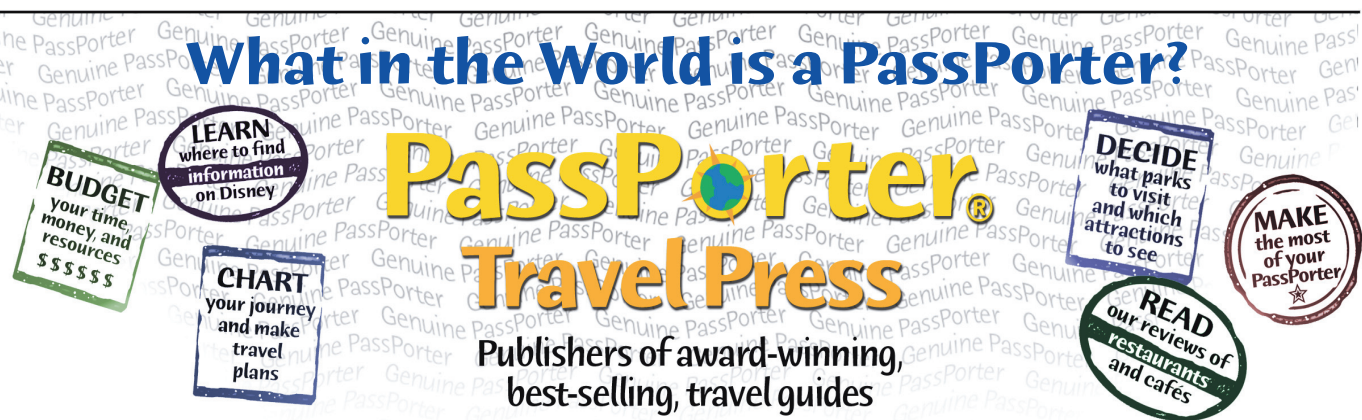
Dave Marx

Dave Marx may be considered a Renaissance Man, a jack-of-all-trades, or a dilettante, depending on how you look at things. He took a 20-year hiatus between his early journalism training and the commencement of his full-time writing career. Beyond coauthoring the book *Official America Online Tour Guide and Membership Kit* and *AOL E-Mail with Jennifer* (MIS:Press, 1999), he's been a radio writer/producer; recording engineer; motion picture music editor; broadcast engineering supervisor; a tax preparer; cab driver; whitewater safety and rescue instructor; a developer and instructor of online publishing courses; and a newsletter editor and promotions chief for an online forum. He has also contributed to numerous books about America Online and the Internet. Sometime not so long ago he discovered the "World" (Walt Disney World, that is) and spent more than twelve weeks there over the following three years. Not bad, considering he lived 1,200 miles away in New Jersey. He is co-founder (along with Jennifer and AllEars.net founder Deb Wills) and chairman of MouseFest, an annual gathering of Disney fans at Walt Disney World and on the Disney Cruise Line. Dave is father to Allison (15) and Alexander (3), and now makes his home in Ann Arbor.

E-Mail: dave@passporter.com



Together, Jennifer and Dave are the owners of a media/publishing company, MediaMarx, Inc., and collaborate on many projects together. They met in 1995 when Dave joined the faculty of a unique technological academy Jennifer founded and ran for over four years. They were married at Walt Disney World with the Seven Seas Lagoon and the Magic Kingdom in the background, and are parents to PassPorter's Walt Disney World co-author Allison (15) and not-yet-co-author Alexander (3). They now develop and write books for their own independent press, PassPorter Travel Press.



Answers to Your Questions About PassPorter® Travel Guidebooks

Q: What in the world is a PassPorter?

A: PassPorter is an innovative breed of travel guide book, offering expert advice along with the tools to actually plan a vacation. These tools include worksheets for every aspect of vacation planning and actual prices—and several editions include fourteen, built-in organizer pockets that help before, during, and after your vacation.

Q: What makes PassPorter different from all the other Disney guidebooks available?

A: Many unique features set PassPorter apart. *PassPorter's Walt Disney World* and *PassPorter Disneyland Resort* stand out with their built-in organizer pockets, reinforced covers, color photos, and fold-out park maps. *PassPorter's Field Guide to the Disney Cruise Line* features detailed deck plans, stateroom detail charts, and actual menus. All of our books feature tips and magical memories from readers, and each is reviewed for accuracy by experts in the Disney community. *PassPorter's Open Mouse for Walt Disney World and the Disney Cruise Line* helps vacationers of all ages, abilities, and needs.

Q: Do the organizer pockets really work?

A: Yes! Our readers are eager to tell us the “PassPockets” are their favorite feature of our Disneyland and Disney World guides. Vacationers write their itinerary on the front of the pockets, store guidemaps, brochures, and receipts inside the pockets, and record their vacation memories and expenses on the back of the pockets. The organizer pockets keep plans and papers together, creating a keepsake to treasure after the vacation. Note that while the paperback edition of *PassPorter's Field Guide to the Disney Cruise Line* does not include pockets, the deluxe edition of the same book does!

Q: How can PassPorter keep up with the frequent changes inherent in travel guidebooks?

A: We are proud to say we were one of the first travel publishers to offer free book updates on our web site. Updates are listed by page so readers can skim through the list and update their PassPorter. Readers can also print out the updates and tuck them in their PassPorter to take along on their vacation. We also offer deluxe, ring-bound editions of our guidebooks that allow serious planners to insert fully-formatted update pages right into the text of their PassPorter. Updates are at <http://www.passporter.com/wdw/customs.htm> and <http://www.passporter.com/wdw/downloads.htm>. We also publish updated editions annually—for example, *PassPorter Walt Disney World 2007* is the ninth edition.

Q: What's this about a Deluxe Edition of PassPorter?

A: Many of our readers requested a ring-bound version of PassPorter to which they could add and remove pages and PassPockets. We introduced a custom-made, stylish binder with six rings and loose-leaf covers, text, and PassPockets in 2000 and it's been a big hit! Vacationers can buy refill pages for most titles and extra PassPockets, as well as download and print free add-in pages. For more details, visit <http://www.passporter.com/wdw/deluxe.htm>.

Q: How has PassPorter been doing? Is the idea catching on with vacationers?

A: PassPorter has been a hit since the day it became available. Vacationers and Disney fans really enjoy it, spreading the word to others and creating amazing word of mouth. We've collected incredible reviews from readers and from the press, which you can read at <http://www.passporter.com/wdw/reviews.htm>. On top of all this, PassPorter has won 12 national book awards—virtually every award open to it. Our sales keep growing and growing!

Q: How did you come up with the idea for PassPorter?

A: Jennifer is a devoted traveler who loves to plan her trips. In the beginning, she created custom organizers with her itinerary and information. As her writing career took off, she found she didn't have the time for these organizers and wished there was a ready-made product that would help her plan her vacations. During a 1996 vacation, Jennifer had the idea for a book that could be used to plan, store, and record the details of a vacation. Jennifer created a prototype, snagged Dave to help test it, and then together they produced these unique guidebooks.

Q: Are you planning to do PassPorters for any other destinations?

A: Yes, in fact, “*PassPorter Disneyland and Southern California Attractions*” became available in 2006. We also have plans for PassPorters to Hawaii (fall 2009), Chicago, Washington, D.C., Paris, and London on the drawing board. Watch for new destinations at <http://www.passporter.com>.

For additional information or to request a review copy of the book, please contact Kate Bandos of KSB Promotions at 1-800-304-3269 (voice), 1-616-676-0759 (fax), or kate@ksbpromotions.com (e-mail). You may also learn more about PassPorter at <http://www.passporter.com>.

Why Do Vacationers Love PassPorter?



You don't need us to tell you why vacationers love PassPorter — our readers are just bursting to tell everyone about their discovery of PassPorter. In fact, PassPorter has received over 20,000 testimonials from readers around the world since its debut in 1999. We can't possibly fit them all here, but we've included many of our favorites. We have testimonials from readers in all 50 U.S. states, the Canadian provinces, and over a dozen countries overseas! Here are a few:

"Your book is **the best** that I have ever purchased relating to Walt Disney World." — Scot in Illinois • "The whole PassPorter idea is GREAT." — Nancy in New Mexico • "I have bought several Disney books but [PassPorter] by far is **my favourite**. Keep up the great work! We love the PassPorters." — Lori in British Columbia, Canada • "PassPorter combines all the info... and it has a place for us to store all our maps, reservations, etc. Please expand to other cities!" — Judith in New York • "[PassPorter] is great. I have read many books on WDW and this is the best." Connie in Massachusetts • "[PassPorter] is the **best \$20 I've spent** getting ready for Disney so far! It is a perfect way to get into the spirit of planning and keeping everything together. The pockets are ingenious." — Lisa in Indiana • "It's very cool, I wish I would have found out about it months ago!" — Stephanie in Arkansas • "PassPorter is easy to read, lots of spaces for notes, lots of telephone numbers and Web site addresses." — Nancy in Washington • "I like the way [PassPorter] lets you record each day of your trip. Also the tips about each hotel." — Bill in Pennsylvania • "I really didn't think it was possible to improve the PassPorter, other than the usual guidebook updates, but y'all have done it! The PassPorter is not only **the most amazing** travel-related organizational tool out there, but the guidebook part of the book is the best in the biz. The other guides (and I have them all!) can't even come close when it comes to resort descriptions and park maps. My PassPorter is never more than a few feet away from me!" — Gina in Texas • "[PassPorter] has been a very big help in our planning process. I liked it all!" — Fara in Missouri • "I love PassPorter's descriptions of restaurants and resorts." — Julio in Madrid, Spain • "I love PassPorter's maps, pockets, and general idea (**brilliant!**) Keep up the terrific job!" — Elena in Dublin, Ireland • "I really enjoyed the entire PassPorter. It is the best that I have seen on the market." — Guy in West Virginia • "I received the PassPorter and I really enjoy it. I've already used it to note my priority seatings! You made a great job!!" — Alain in Maily le Camp, France • "I LOVE the PassPockets and Worksheet pages. Thank you for providing such an enjoyable planning tool. I can't wait to use my PassPorter to record all my vacation memories." — Nancy in Wisconsin • "The PassPorter Pockets are **fabulous!**" — Vicki in Alaska • "I like the amount of information in PassPorter and the way it is organized. I also love the pockets at the end of the book for storage. I had been using Birnbaum's guide and the unofficial WDW guide but I will bring yours this summer instead." — Loretta in Rhode Island • "I have purchased most of the Disney guide books, and found that the PassPorter contains the most USEFUL, up-to-date information. I will **definitely recommend** PassPorter to others." — Stephanie in Tennessee • "Fantastic format, love the spine, easy to find information - great book!" — Elaine in Aberdeen, Scotland • "I'm really impressed. I've used lots of guide books over the years and PassPorter is very different. I particularly like being able to take just the pages I need away with me and I like the idea of the pouches for each day. Many thanks again for a great product that will really add to the enjoyment of the trip." — Mikki in London, England • "I LOVE the PassPockets. I could keep everything neat and organized in one portable book. PLEASE make more of these books! I would love to see them for other attractions and vacations spots. I just **love it!**" — Anne in Utah • "PassPockets are cool! Good memory joggers and a great idea for keeping track of daily activities." — Suzi in North Carolina • "I love the PassPockets to hold info and places to write all the info down. PassPorter keeps everything organized for me." — Sandy in Nebraska • "The resort information was excellent. Very useful in researching and preparing for our trip." — Laura in Washington • "I like the PassPocket feature!" — Alan in Nevada • "[PassPorter] gives great tips on how to plan. I love the ratings and the comprehensive review of the resorts in WDW. I will **treasure** it for years to come." — Annemarie in New Hampshire • "I love the PassPockets!" — Nozomi in Tokyo, Japan • "I have used Birnbaums book in the past but this far surpasses the information presented in their book. As Disney Vacation Club Members, we go to Disney every year. This is an **invaluable tool**." — Lewis in Virginia

For additional information or to request a review copy of the book, please contact Kate Bandos of KSB Promotions at 1-800-304-3269 (voice), 1-616-676-0759 (fax), or kate@ksbpromotions.com (e-mail). You may also learn more about PassPorter at <http://www.passporter.com>.

Have You Heard All the PassPorter Buzz



Named one of Disney Magazine senior editors' "favorite sources" for planning a trip to Walt Disney World! "More than just a guidebook, the **PassPorter** contains folders for plane tickets, park passes, ticket stubs, and other scrapbook-bound treasures. It includes loads of maps and lots of touring advice." — *Disney Magazine* (Disney's official consumer magazine), Winter 2002-2003 edition, page 48

"I simply ADORE it! Everyone will be carrying a **PassPorter**..." — *Laura Sterling, CruiseCritic.com*

"Of all the Disney guides, [**PassPorter**] will help keep everything you need in one place." — *Family Life Magazine*

"...plenty of tips, where-tos, star ratings and maps." — *Toni Stroud, Chicago Tribune*

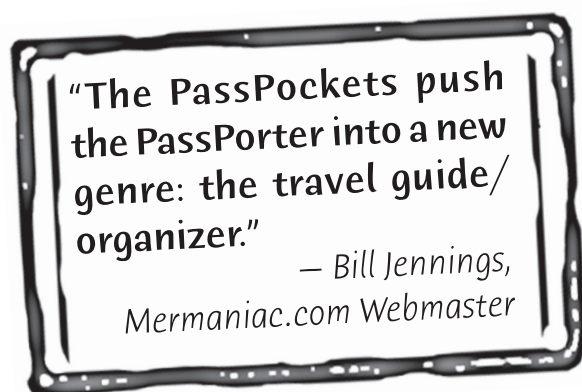
"...a travel guide, trip planner, organizer, journal, and souvenir, all in one." — *Richard Carpenter, Boston Globe*

"[**PassPorter's**] strength is the experience the authors bring to its pages. It ranks high in many areas: a nice binding, which makes it usable; the thoroughness of the content. Nothing is left out! It is a bargain for the price, considering how much a family spends on this trip anyway. The first receipt in the pocket should be for **PassPorter**. It doesn't take much convincing that this book is an invaluable resource for the Disney lover." — *Benjamin Franklin Award judge*

"This well-produced, sturdy guide to the park is a guidebook, insider gossip sheet, and scrapbook all in one... Indispensable." — *ForeWord Magazine* (Book of the Year Gold and Silver Award Winners)

"...the format of how the information appears makes [**PassPorter**] special. It's a great guide... concise, very informative, and most useful." — *Society of American Travel Writers Foundation* (Lowell Thomas Travel Journalism Silver Award)

"The **PassPorter** is a brilliant travel aid... the pockets alone make this a useful take-along, but the **PassPorter** is a thorough source of information as well... the most practical, sanity-saving guide you could take along to Disney World." — *Stephanie Gold, Amazon.com* (Travel Bestseller)



"A premier travel guide, planner, organizer, and keepsake... covers every aspect of having a safe, fun filled, memory-making time. The perfect solution to framing the perfect visit... if you are going to be visiting the magic place that is Disney World, don't leave home without your own personal copy of **PassPorter**!" — *Jim Cox, Midwest Book Review*

"Anyone planning a trip to Disney World who doesn't include this book in their planning shouldn't go. It will prove invaluable before, during and after your visit." — *Larry Keller, Travel Writer*

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Just How Many Awards Has PassPorter Won?

PassPorter®
Travel Press

Publishers of award-winning,
best-selling, travel guides

PassPorter® Garners Twelve National Book Awards and Honors!

Walt Disney World, Disneyland, and the Disney Cruise Line attract tens of millions of visitors each year to their fabled magic. Many guests fall in love with vacations Disney-style, becoming repeat visitors and serious fans. Jennifer and Dave Marx aren't too different from most diehard Disney fans—they visit the parks and cruise whenever they can, enjoy planning their trips, and network with fellow fans on the Internet and in their community. The difference? They enjoy Disney so much they founded a unique Disney guidebook series worthy of **12 national book awards and honors**: the Benjamin Franklin Awards, the Lowell Thomas Travel Journalism Competition, the ForeWord Magazine Book of the Year, the North American Travel Journalism Association Award of Excellence, the Independent Publisher Awards ("IPPY"), and an American Booksellers Association BookSense 76 Pick. Most recently, *PassPorter's Disneyland Resort and Southern California Attractions* was selected as a gold winner of the **2007 ForeWord Magazine Book of the Year Award (Travel)**.

American Booksellers Association (ABA) BookSense 76 Pick – Chosen as one of the 76 recommended books for May/June 2002 by independent booksellers across the country. Only two travel titles were chosen for this list, and PassPorter was surprised and honored to have one of them! ➔ For more information, visit <http://www.booksense.com>

Four Benjamin Franklin Awards – Best Travel Guidebook (Gold Award for *PassPorter's Walt Disney World* and Silver Award for *PassPorter's Disney Cruise Line* and *PassPorter's Walt Disney World For Your Special Needs*) and the Bill Fisher Award for Best First Book by a New Publisher – Sponsored by the PMA, the leading trade association of independent publishers with 3,400 member-publishers. Benjamin Franklin Award entries are judged for their overall editorial and design excellence. Judges are industry professionals: acquisition librarians; bookstore buyers; wholesalers and distributors; reviewers; editors; designers; and artists. One of the judges remarked, "an ingenious idea for helping families to enjoy Florida's #1 vacation spot—very thorough!" ➔ For more information, visit <http://www.pma-online.org>



ForeWord Magazine Book of the Year: Gold Awards (2001 and 2007), Silver Award (2000), and Finalists (2005 and 2006) – Sponsored by the independent publishing industry's leading trade and review journal, with primary circulation to booksellers and librarians. A bookseller and a librarian judged each award category, and entries were judged on originality, writing quality, production quality and interest. ➔ For more information, visit <http://www.forewordmagazine.com>



– over for more awards –



Independent Publisher “IPPY” Gold Award for Best Travel Guidebook — Sponsored by Independent Publisher Magazine, *PassPorter’s Walt Disney World* was chosen from among 1180 books submitted by 765 publishers as the best indepently-published travel guidebook in 2002. ➡ For more information, visit <http://www.independentpublisher.com>

The Lowell Thomas Silver Award — Sponsored by the Society of American Travel Writers Foundation. Judged by faculty members, University of Florida College of Journalism & Communications. Judge’s comments: “What more can be written about Disney World, 25-plus years after it opened? It is not what is written but the format of how the information appears that makes this book special. It’s a great guide - but it is also a planner, an organizer, a journal and a keepsake. It seems most fitted to families going on a multi-day visit to the Orlando attraction. The ratings of restaurants, accommodations and attractions are concise, very informative and most useful.” ➡ For details, visit <http://www.satw.org>

1999 North American Travel Journalists Association Award of Excellence - First Place

*For additional information or to request a review copy of the book, please contact Kate Bandos of KSB Promotions at 1-800-304-3269 (voice), 1-616-676-0759 (fax), or kate@ksbpromotions.com (e-mail). You may also learn more about *PassPorter* at <http://www.passporter.com>.*



For Immediate Release

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E-Mail: kate@ksbpromotions.com
Web: <http://www.passporter.com>

Title List for PassPorter Travel Press (2007-2008)

PassPorter's Walt Disney World Resort 2008 by Jennifer and Dave Marx

296 pages, \$22.95, 45 photos, 35 full-color maps

Editions: Spiral (ISBN-13: 978-1-58771-049-0) and Deluxe Ring Binder (ISBN-13: 978-1-58771-050-6)

Publication date: November 15, 2007

PassPorter's Open Mouse for Walt Disney World and the Disney Cruise Line by Deb Wills and Debra Martin Koma

448 pages, \$22.95, 100+ photos

Editions: Trade Paperback (ISBN-13: 978-1-58771-048-3)

Publication date: September 1, 2007

PassPorter's Field Guide to the Disney Cruise Line and Its Ports of Call—Fifth Edition

336 pages, \$18.95, 90 photos; by Jennifer and Dave Marx

Editions: Trade Paperback (ISBN-13: 978-1-58771-037-7) and Deluxe Ring Binder (ISBN-13: 978-1-58771-038-4)

Publication date: January 15, 2007 (new edition coming in December 2007)

PassPorter's Treasure Hunts at Walt Disney World by Jennifer Marx, Kim Lerner, Jennifer and Jeff Carter

192 pages, \$11.95

Editions: Trade Paperback (ISBN-13: 978-1-58771-026-1)

Publication date: April 15, 2006 (reprinted and updated in March 2007)

PassPorter's Disneyland Resort and Southern California Attractions by Jennifer and Dave Marx

296 pages, \$21.95, 65 photos, 18 full-color maps

Editions: Spiral (ISBN-13: 978-1-58771-004-9) and Deluxe Ring Binder (ISBN-13: 978-1-58771-005-6)

Publication date: May 15, 2006 (new edition coming in February 2008)