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**THE WELCOME CHANNEL PROUDLY ANNOUNCES PARTNERSHIP WITH
MIAMI BEACH INTERNATIONAL FASHION WEEK 2011**

February 24th 2011 MIAMI—The Welcome Channel announced today it would be a proud media sponsor for Miami Beach International Fashion Week. The 13th Annual and newly branded Miami Beach International Fashion Week will take place Thursday- Sunday, March 3rd – 6th, 2011 at the Miami Convention Center Hall A. The venue is transformed into a state of the art “Fashion City” built to house all fashion shows, exhibitions, and sponsor lounges as the world’s fashion elite flock to Miami Beach to participate in this world class event.

“The Welcome Channel is so proud to be a media sponsor for the 13th Annual Miami Beach International Fashion Week. This event is a seasonal favorite amongst so many visitors to Miami & the Beaches, and is another great example of an extraordinary, world-class, event that continues to call the ‘Magic City’ home” said April Donelson, Director of Sales and Marketing for The Welcome Channel.

At a press conference on March 18th 2010 Beth Sobol, President of Miami Beach International Fashion Week was presented with a Proclamation from Mayor Tomas Regalado designating the event as the official fashion week for the City of Miami and has received five keys to the City of Miami Beach from two past Mayors. “We look forward to having the Welcome Channel as a 2011 media sponsor,” says Beth Sobol, president and founder of Sobol-Perry Fashion Productions, Inc. “Miami Beach International Fashion Week attracts visitors from around the world. This year, our showcases will include designers from over 22 countries.”

As the largest International culture for designers, entertainers, and celebrities from around the world including Spain, India, Italy, Canada, Malaysia, Pakistan, Lebanon, United Arab Emirates, Australia, Eastern Europe, the Caribbean, Mexico, and all countries throughout South and Central America presenting their latest collections in women’s day and evening wear, men’s wear, swimwear, jewelry and accessories with hundreds of international media, jet-setters, and fashion royalty arriving to attend the shows. All shows and special events are designer and celebrity personal appearances, closing with the Miami Moda & Music Awards, a celebrity fashion and entertainment awards show featuring special guest designers and international recording artists.

The Culinary Arts Café’ sponsored by Whole Foods Market, Stella Artois, A Joy Wallace Catering and Johnson and Wales University will feature a different celebrity chef each night preparing a fashionable tasting menu reflecting the countries and cultures of the designers showing during the event. Each course will be accompanied with a different wine pairing to further compliment the dish.

Over 600 International press register each year for the event including Bravo, Yahoo!, CNN en Espanol, Fashion TV, Gulf News, New York Times as well as over 300 buyers from around the world.

ABOUT MIAMI BEACH INTERNATIONAL FASHION WEEK:

Beth Sobol, president of Sobol-Perry Fashion Productions, Inc., founded Miami Beach Fashion Week® in 1999 following a successful career as an international fashion model. She has worked with some of the fashion world's most influential designers and producers and launched Miami Fashion Week to provide a platform for designers from Latin America to gain international exposure. In 2010, Aaron Perry joined forces with Beth as Managing Partner. Aaron focuses on the development of strategic business partnerships and a global expansion of the Miami Beach International Fashion Week brand. He is currently spearheading efforts to add a trade show component to Miami Beach International Fashion Week scheduled to launch in 2012 as well as other new shows and product lines associated with the MBIFW brand.

During the past 12 years, MBIFW has evolved into one of the world's premier fashion events spotlighting designers from Europe, USA and Canada, the Caribbean, Middle East and Asia as well as the largest showcase of Latin American design talent in the United States. For more information and to purchase tickets for the upcoming event please visit www.miamifashionweek.com

ABOUT THE WELCOME CHANNEL:

The Welcome Channel is Miami and the Beaches premiere visitor entertainment style, in-room programming for our mostly exclusive hotel and resort locations across Miami & the Beaches. Airing 24 hours a day, 7 days per week, in Miami & the Beaches finest hotel resort locations, The Welcome Channel highlights the very best of Miami and the Beaches has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Miami and the Beaches real estate addresses, and Miami's numerous events catering to both our international and domestic travelers alike. Staying up to date with the very latest taking place in our world-class city, programming and commercial segments update monthly, with clients having the same option. www.welcomechannel.tv