

PRESS RELEASE

Wisconsin Dells' Premier Travel Website Gets Better! New look and information are sure to draw even more attention to Wisconsin Dells, WI.

Wisconsin Dells, January 12, 2008: Dells.com, the Wisconsin Dells area's most popular tourism resource, has unveiled a brand new look for 2009. Enhanced with exciting new features that make planning a trip to the top family tourism destination in the Midwest even easier and more enjoyable than ever.

According to Jasper Kooij, Manager of Ad-Lit Web Solutions, this was an undertaking driven by consumer demand. "Easy access to complete information is key to visitor enjoyment. Today's web savvy visitors are looking for simple, accurate, and easy to navigate content". These factors inspired a progressive shift in technology and substantial rethinking by the design team. One of the stand out new features is the addition of www.MyDells.com, the Dells Online Community. MyDells.com has live streaming videos, photo galleries, classifieds, groups and forums to discover more about Wisconsin Dells and Lake Delton. This is a complete community driven website to show off what's new and happening in `The Dells`. "As we continue to focus on great travel experiences for our customers, we're proud to offer MyDells as an innovative and informative travel resource."

Planning and preparation are the keys to a successful vacation and Dells.com offers all the information a traveler would need. Featured on Dells.com you will find information about local events, upcoming festivals, online guides, maps, free printable coupons, weekly specials not to mention waterpark resorts, hotels, campgrounds and motels as well as restaurants. There are a

number of shops featured on Dells.com for finding those last minute items on your vacation, including where to find recreational rentals.

Ad-Lit Web Solutions' management is anticipating that this new design will entice even more visitors to the Wisconsin Dells and surrounding areas.

The growth of Dells.com is attributed to the increased customer use of web-based advertising and travel planning media. Headquartered in Wisconsin Dells, WI, Dells.com and Ad-Lit Web Solutions are a subsidiary of Ad-Lit Inc., one of the area's dominating consulting and design firms specializing in cutting edge, web-based media services.