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AMERICAN EXPRESS PUBLISHING, CNN, AND TIME INC. COLLABORATE ON MULTI-MEDIA PROGRAM

Travel + Leisure's "Weekend Getaways" Series Launches with Exclusive Content Sponsored by Infiniti

NEW YORK, NY March 18, 2009 – American Express Publishing, CNN, and Time Inc. announce the launch of the *Travel + Leisure* “Weekend Getaways” series sponsored exclusively by luxury automaker, Infiniti. Created by the editors of *Travel + Leisure*, “Weekend Getaways” focuses on great escapes and itineraries accessible from major cities across the country, including: where to go, eat, and stay when you only have a few days to spare. Beginning in March, “Weekend Getaways” will be presented in multiple formats, including: print, online, mobile and broadcast.

T+L “Weekend Getaways” in Print

A three-part booklet series will be featured in the April, July, and October issues of *Travel + Leisure* and are scheduled to appear in select copies of other American Express Publishing Corporation titles—*Food & Wine*, and *Departures*. —as well as select Time Inc. titles including *Time Style & Design*, *Fortune* and *Money*. Infiniti will be the sole advertiser within these pull-out booklets. The three in-magazine booklets will cover a total of nine “Weekend Getaways” experiences as chosen by the editors of *Travel + Leisure*. The three booklets will focus on the following areas: Northeast (trips from New York, Boston, and DC), Southwest (trips from Phoenix, Santa Fe, and Las Vegas), and the West (trips from Seattle, San Francisco, and Los Angeles).

T+L “Weekend Getaways” On-Air

Getting away from it all is still possible if you know where to go. Beginning March 21, CNN, HLN and CNN Airport Network will air “Weekend Getaways” travel segments sponsored by Infiniti. The series is an insider's guide to weekend destinations. It will highlight inns, restaurants, art, entertainment and shopping on the main streets and back roads of America. *Travel + Leisure* editors will share their insight and provide expert advice weekly on the networks through September 2009.

T+L “Weekend Getaways” Online & Mobile

Travel + Leisure “Weekend Getaways” will be featured online through a special microsite at travandleisure.com/weekends as well as a dedicated page at CNN.com/travelcompanion. About 400 “Weekend Getaway” trip itineraries from 11 cities are accessible through a “Weekend Getaway” finder tool at travandleisure.com/weekends that allows users to choose their desired travel distance as well as characteristics of the type of trip they're looking for. CNN.com/travelcompanion provides the tips, information and latest news needed to make the most out of any trip. The site provides helpful tips for various travel situations, technology that makes travel easier and fun ideas for weekend trips. The special report includes streaming video, quick votes, and other interactive galleries. The Travel Companion special report is also available on wireless devices at m.cnn.com.

T+L “Weekend Getaways” Sweepstakes

CNN.com will also host a co-branded “Weekend Getaways” sweepstakes that allows consumers a chance to win one of three trips to their choice of nine featured “Weekend Getaways” destinations. The “Weekend Getaways” sweepstakes will give away \$35,000 worth of trips designed by the experts at *Travel + Leisure* and will be promoted on-air as well as in print and digital media advertising across CNN, Time Inc. and Amex Publishing brands. Infiniti is the exclusive sponsor of this promotion, and will be receiving co-branded :30 sweepstakes spots, print ads, and banner ads on CNN.com and travelandleisure.com.

This program follows last year’s *Travel + Leisure* “City Guides” series which brought together American Express Publishing, CNN, and Time Inc. for the first time. That program was also sponsored by Infiniti.

About Infiniti

Infiniti offers a full-line of luxury performance automobiles that inspire at every turn, including the G sports coupe and sedan, the M sedan, EX and FX crossovers, and the QX full-size SUV. More information about Infiniti and its Total Ownership Experience® can be found at www.InfinitiUSA.com.

About Time Inc.

Time Inc., a Time Warner company, is one of the largest content companies in the world. With 23 magazines and 26 web sites in the U.S., it is the country’s largest publisher. Each month, one out of every two American adults reads a Time Inc. magazine, and nearly one out of every six, who are online, visits a company web site (more than 25 million monthly unique visitors). Time Inc.’s popular brands and successful franchises extend to online, television, cable VOD, satellite radio, mobile devices, events and branded products.

About American Express Publishing Corporation

American Express Publishing Corporation is an authoritative content company primed to deliver lifestyle expertise that informs choices, enriches perspective and empowers affluent and accomplished people -- and the businesses that serve them -- to make decisions and lead extraordinary lives. A wholly owned subsidiary of American Express Company, American Express Publishing magazine brands are *Travel + Leisure*, *Food & Wine*, *Departures*, *Travel + Leisure Golf*, and *Executive Travel* magazine. The company also produces a variety of travel, cooking, wine, time management, and financial books and products, creates online content, operates luxury-marketing events and creates custom print and online programs for clients.

About CNN

CNN Worldwide, a division of Turner Broadcasting System, Inc., a Time Warner Company, is the most trusted source for news and information. Its reach extends to nine cable and satellite television networks; one private place-based network; two radio networks; wireless devices around the world; CNN Digital Network, the No. 1 network of news Web sites in the United States; CNN Newsource, the world’s most extensively syndicated news service; and strategic international partnerships within both television and the digital media.

- 30 -

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