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**YTB TRAVEL NETWORK RECOGNIZED AS A
TRAVEL IMPRESSIONS' 'BEST OF THE BEST' TRAVEL AGENCY**

FARMINGDALE, NY (Dec. 8, 2011) – YTB Travel Network was recognized recently by Travel Impressions (<http://www.TravelImpressions.com>), one of the country's largest tour operators selling destinations worldwide, as a "Best of the Best" travel agency which is given to top performing agencies and consortia partners. YTB Travel Network was invited to attend Travel Impressions 16th annual "Best of the Best" gala event, held Nov. 30 - Dec. 3, 2011 at the Fiesta Americana Grand Coral Beach in Cancún, Mexico.

"Best of the Best" honors are bestowed on a limited number of agencies that are top producers for Travel Impressions, and that are considered to be its best partners.

"We are honored to be recognized as one of Travel Impressions' Best of the Best travel agency partners," said Shelly Coppersmith. "We are committed to providing our clients with the very best vacation experience and working with Travel Impressions ensures a high level of customer satisfaction."

In attendance at the Best of the Best four-day event from YTB Travel Network was VP Shelly Coppersmith. She was able to hear an industry update from Travel Impressions' President and CEO Steve Gorga as well as participate in round table networking sessions with attending suppliers. A golf tournament and spa pampering at the Coral Beach Gem Spa were also offered.

There were many sponsored events and activities including a welcome dinner hosted by the Cancún Convention & Visitors Bureau and The Riviera Maya Destination Marketing Office, a dinner reception on the second evening sponsored by the Dominican Republic Ministry of Tourism, and the gala cocktail reception hosted by Mexican Tourism Board.

A performance by The Village People, best known for the disco hits *YMCA*, *Macho Man* and *In the Navy*, was a highlight of the "Best of the Best" gala celebration.

In the spirit of holiday giving, YTB Travel Network participated in Travel Impressions charity program by donating a variety of school supplies to the Palace Resorts Foundation's Education Committee for distribution to school children in Cancún.

Travel Impressions

Founded in 1974, Travel Impressions is one of the nation's largest leisure tour operators and a wholly owned subsidiary of American Express. The company offers FIT vacations to over 200 destinations in the Caribbean, Mexico, Central and South America, Europe, the Eastern Mediterranean, Dubai, South Africa, Australia, New Zealand, Fiji, the Islands of Tahiti, Canada, Hawaii and the Continental U.S., and features more than 2,800 resorts, hotels and luxury villas. Travel Impressions has received multiple industry awards for outstanding customer service, best overall operations, best technology, most knowledgeable reservations staff and leading marketing materials – all dedicated to better serving travel agents and their clients.

For more information about Travel Impressions, call 1-800-284-0044 / 631-845-8000, or visit the website: <http://www.TravelImpressions.com>. Find the tour operator on Facebook <http://www.facebook.com/travelimpressionsvacations> and follow on Twitter at <http://twitter.com/travelimp>.

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YTB International, Inc.'s travel subsidiary, YTB Travel Network, Inc. was recognized as the 34th largest seller of travel in the U.S. in Travel Weekly's 2011 Power List, based on 2010 annual retail value of travel services booked.

YTB, based in Wood River, IL, provides e-commerce business solutions for individual consumers and home-based independent representatives in the United States, Bermuda, the Bahamas and Canada. The Company operates through two subsidiaries: YTB, Inc. (formerly ZamZuu, Inc., YTB Marketing, Inc. and YourTravelBiz.com, Inc.) and YTB Travel Network, Inc.

Learn more about YTB at <http://www.ytb.com> or <http://www.ytbi.com>.

Certain matters set forth in this news release may contain forward-looking statements that are provided to assist in the understanding of anticipated future financial performance. However, such performance involves risks and uncertainties that may cause actual results to differ materially from those in such statements. For a discussion of certain factors that may cause such forward-looking statements to differ materially from the Company's actual results, see the Company's reports filed from time to time with the Securities and Exchange Commission, including the Company's Annual Report on Form 10-K for the year ended December 31, 2010. The Company undertakes no obligation to update forward-looking statements to reflect subsequently occurring events or circumstances.

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