

Press Release

FOR IMMEDIATE RELEASE

Real Tour Vision™ Announces New Full Service Virtual Tour Provider

TRAVERSE CITY, MICHIGAN, January 25, 2007— BlueLaVaMedia has recently partnered with Real Tour Vision™ (RTV), the world's largest and fastest growing virtual tour company. BlueLaVaMedia will be offering state-of-the-art interactive 360 virtual tours to businesses and real estate agents across Northern Michigan. While the backbone of the company is driven by the innovations and technology powered by RTV, BlueLaVaMedia will be offering several unique products and services, such as their powerful Listing Exposure Engine, which places each virtual tour listing on over 100 national portal websites including Google Real Estate, Zillow, Trulia, Craigslist and more.

Their interactive virtual tours also offer weekly traffic reporting; keeping agents and businesses informed about traffic and the importance of distribution. Additionally, BlueLaVaMedia will be offering 3D floor plans, 3D walkthrough's, elevated photography, custom flyer creation, nighttime photography, voice-overs and more!

BlueLaVaMedia is owned and operated by Jason LaVanture and Jim Blue. LaVanture is the founder and VP of RTV, which services over 60,000 estate agents worldwide. LaVanture brings nine years of internet savvy and marketing expertise to the company. Blue has over 32 years of photography experience and has instructed independent photo classes in both silver-halide and digital imaging for over 20 years. Blue was also the former owner of Blue Photo Co Inc, a local camera store and photo-finishing lab.

"This is a one-of-a-kind operation. Jim is an expert in photography and has a knack for new technology. I can't think of a better person to work with local business owners and real estate agents. In today's highly competitive market it is no longer enough to just use snapshots and a slideshows when marketing. Consumers demand more distribution and exposure. Combine this with the professional presentation of interactive media and you have an unstoppable sales and marketing tool."

Those interested in virtual tour services and business opportunities with BlueLaVaMedia are encouraged to call 231-946-1360, email info@BlueLaVaMedia.com or visit their website at www.BlueLaVaMedia.com.

About Real Tour Vision™

Real Tour Vision™ is a recognized leader in interactive 360-degree panoramic virtual tours and virtual tour software.

Real Tour Vision™ and RTV™ are trademarks of Tour Vision, Inc.

About BlueLaVaMedia™

BlueLaVaMedia™ services the greater Grand Traverse and Northern Michigan areas as a leading online property marketing expert.

BlueLaVaMedia™ is a trademark of LaVaWorks LLC.

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