

CampusTours Announces Campus Tour Podcasting

Auburn, ME (February 16, 2006) **CampusTours Inc.** (<http://www.CampusTours.com>) today announced that the CampusTours MultiMedia Engine™, which powers many college and university virtual tours, will now support podcasting of both audio and video virtual campus tour information. Campus tour podcasting allows institutions to supply audio or video feeds to visitors who arrive during hours when the university may be closed or when student guided tours are otherwise unavailable.

Podcasting is the distribution of audio or video files, in this case college campus tour commentary and video, over the Internet using either RSS or Atom syndication for listening on mobile devices and personal computers. A podcast is a web feed of audio or video files placed on the Internet for anyone to subscribe to, thus allowing for playback at a later time.

"Podcasting provides a unique new way for colleges and universities to deliver a quality campus visit experience to people during times when the institution is closed or student guided tours are unavailable," said CampusTours president Chris Carson. "Integrating podcasting into the CampusTours MultiMedia Engine™ virtual tour system means that colleges can create content for the virtual tour and podcasts simultaneously, and even create specialized podcasts that follow the routes of featured online tour guides to highlight areas of special interest to visitors. Today any institution can deliver a quality campus visit experience both online and on campus with one simple tool."

About CampusTours Inc.

CampusTours Inc. (www.CampusTours.com & www.CampusToursProductions.com) is an interactive media and software company specializing in meeting the marketing, Web and multimedia needs of the higher education community. The Productions division of CampusTours Inc. specializes in developing visually stimulating virtual tours, CD-ROMs and college Web sites that entice students and facilitate direct contacts with university audiences.

CampusTours Inc. is the owner and operator of CampusTours.com, the Internet's central virtual college tour directory. CampusTours clients benefit from prominent exposure on CampusTours.com, receiving marketing, distribution lead-generation and promotion services for their new tours, CD-ROMs and Web sites.

CampusTours Inc. is based in Maine, and is privately held. For more information, visit www.CampusToursProductions.com, www.CampusTours.com or call 207.753.0136.

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