

CampusTours Announces TourCast Technology

Auburn, ME [November 10, 2011] **CampusTours Inc.** (<http://www.CampusTours.com>) today unveiled a new virtual tour technology dubbed 'TourCast' that allows colleges and universities to conduct live college fairs and give personalized tours to small groups of students through the institution's own Web site. CampusTours TourCast enables organizations to conduct real-time Web presentations with prospects without requiring the end-user to download or install specific software.

Utilizing a CampusTours TourCast system, institutions can respond quickly to questions from prospective students and parents, and can "push" portions of a presentation directly to the visitor's browser or mobile device. TourCast also allows institutions to conduct Web-based open houses in which students and parents dial into a central conference call number, and an admissions representative takes control of their browsers and leads them through a customized experience, answering questions and providing visual tour examples in real time.

According to CampusTours President Chris Carson, "TourCast is yet another tool offered by CampusTours to help institutions connect with prospective students and parents. TourCast helps institutions in the migration from a 'one-size-fits-all communications strategy' to a more nuanced and individually-oriented approach to telling the school's story."

About CampusTours Inc.

CampusTours Inc. is an interactive media and software company specializing in meeting the marketing, Web and multimedia needs of academic, non-profit and government organizations. CampusTours specializes in developing virtual tours, video tours, and interactive maps that entice visitors and facilitate direct and meaningful contacts with audiences. The CampusTours MultiMedia Engine is currently the leading software application for producing and maintaining cutting edge virtual college tours, interactive maps, university timelines, guided tours, interactive video presentations and alumni/development presentations. CampusTours Inc. is the owner and operator of CampusTours.com, the Internet's central virtual college tour directory.

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