



Media Release
11th December, 2006

**Qualmark voted 4th Most Exciting Company
In National Business Review survey**

Qualmark, New Zealand tourism's official quality assurance agency has been voted fourth in the NBR's latest search for exciting companies.

Conducted by strategic market research company, New River, the survey is based on interviews with senior industry professionals, including owners, General Managers and directors, who were asked to rate exciting companies and Industry trends in the sector. New River's Roger Parker said, "on behalf of the NBR, and New River, congratulations on being so highly rated by your peers in the industry".

Contributors to the survey also rated tourism industry conditions; with 70% of those asked believing conditions to be very buoyant / buoyant, and 15% responding that market conditions are currently difficult. The remainder adopted a neutral stance.

Qualmark CEO Geoff Penrose said, "I am personally delighted that exemplars within our shared industry have demonstrated such a positive vote of confidence in our organisation. We have come a long way over the last year, and have subsequently enjoyed positive ongoing growth which has seen us sign not only the prestigious Accor and Millennium groups of hotel brands, but also a number of high level Memorandums of Understanding with key industry associations. 2006 has also seen us tasked with the development and creation of New Zealand tourism's new environmental accreditation".

"Qualmark continues to be a vibrant and exciting place to be, and with the expansion of our in-house Sales, Marketing and support teams 2007 promises to be another good year for our organisation", added Mr. Penrose.

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