

**GloboMaestro.com Partners With Top Luxury Hotels
To Create the Web's First Collection of True Local Experts.**
Features Groundbreaking Video and Blog Series.

New York, NY (November 2010) -- The Internet has given rise to many so-called travel insiders. But few have the credibility of a concierge. Just launched, GloboMaestro.com is the web's first collection of destination experts made up of hotel concierges.

Partnered with prestigious hotel brands — including *St. Regis, Fairmont, Mandarin Oriental, The Surrey* and *The Bowery Hotel* — GloboMaestro empowers concierges to get out from behind their desks and bring their local know-how directly to consumers.

Through a new series of professionally produced videos and personal blogs, GloboMaestro's experts share their tips, from secret bars in New York's East Village to the edgiest street art in Miami.

But as with any interaction at the concierge desk, GloboMaestro is a conversation. Users can interact with their "Maestros" — submit their own destination questions and "high-five" a concierge when they like their advice. Users can also peer into their Maestros' lives: read personal (often cheeky) profiles and view their home photos.

"With so many travel apps and digital guidebooks out there, the human element is being lost," said Nicole Cotroneo, co-founder of GloboMaestro. "We're using technology to drive personal connections between travelers and true travel experts. Not only is the content useful and inspiring, it gives you peace of mind that these recommendations are coming from super credible voices."

Now covering New York, Miami, San Francisco and Santa Monica, GloboMaestro will soon roll out new destinations and new Maestros in the U.S. and beyond.

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About GloboMaestro: GloboMaestro is produced by Manic Media, the company behind luxury travel news site globorati.com. Manic Media is led by longtime *Conde Nast Traveler* contributing editor Mark Jolly, and former *New York Times* reporter Nicole Cotroneo. For more information, please visit the "About Us" page of GloboMaestro.com.

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