

## Villas of Distinction Names Maggie Pristera Marketing Manager



**PORT WASHINGTON, NY (February 24, 2011)** – Villas of Distinction, the world's premier luxury villa provider as part of World Travel Holdings (WTH), today announced the appointment of Maggie Pristera as the company's new marketing manager. In her new position, Pristera will be responsible for running all internal and external outreach programs to help create brand awareness and generate new revenue streams.

"I am confident that Maggie's diverse experience and expertise will have a positive impact on our team, as well as our overall success in 2011 and beyond," said Steve Lassman, Vice

President and General Manager of Villas of Distinction.

Pristera will primarily focus on online marketing, including website engagement, email marketing, advertising, search engine optimization and social media. Additionally, she will work with the WTH in-house creative and development teams, serve as liaison to the company's public relations firm, and manage several vendor relationships.

Pristera has led successful marketing campaigns for Fortune 500 companies, including managing e-revenue and coordinating collaborative cross-functional programs. Her experience includes marketing positions with Progress Software Corporation, DataDirect Technologies and CarMax, among others.

"I am thrilled to join such a respected company, and I look forward to being a part of the continued growth of such a distinctive, renowned organization," said Pristera.

To learn more about Villas of Distinction, log onto [www.VillasofDistinction.com](http://www.VillasofDistinction.com).

**Editor's Note – a high-resolution headshot is available upon request.**

### **About Villas of Distinction**

Villas of Distinction is a premier luxury villa provider that has helped travelers find their perfect vacation home for more than 20 years. Part of the international World Travel Holdings family of brands, Villas of Distinction represents thousands of privately-owned villas available for rental in more than 30 luxurious destinations. With years of experience matching travelers with vacation rentals, these professional villa specialists have an intimate knowledge of not only the destination, but the villas themselves. The majority of Villas of Distinction's offerings include private pools, butlers, maids and private chefs, making a luxury getaway possible for even the most budget-conscious vacationers. Recently named the *Condé Nast Traveler's* Readers Travel Awards' 2010 "Favorite Villa Company," Villas of Distinction takes pride in offering unforgettable, customized villa vacations to meet every imaginable need.

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