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**UNIVERSAL ORLANDO RESORT MEETINGS & EVENTS WEBSITE  
DEVELOPED BY CENDYN**

**MEETING AND EVENT PLANNERS CAN NOW CUSTOMIZE  
THEIR OWN UNIVERSE**

BOCA RATON, FL (October, 2006) –Interactive marketing firm Cendyn has recently developed Universal Orlando Resort’s dedicated meetings and events website. The new site offers planners an unrivaled opportunity to customize their own universe, including three award-winning, on-site Loews Hotels, two popular theme parks – Universal Studios and Islands of Adventure – Universal CityWalk, a 30-acre, nighttime entertainment complex, and more than 250,000 square feet of meeting space, all found at [www.uomeetingsandevents.com](http://www.uomeetingsandevents.com).

“We know that planning a meeting, large or small, can be a monumental task and we wanted to take the “overwhelming” factor out of the equation for planners holding their meetings at Universal Orlando Resort,” said Vince LaRuffa, vice president, resort sales and marketing, Universal Orlando Resort. “The new meetings and events website allows planners to easily envision their Universal Orlando meeting, from accommodations and meeting space, to entertainment, events and activities – it’s all there at their fingertips.”

With its navigation ease, visual effects and interactive map, the new site is full of useful information. Expert planner tools such as space calculators can determine the correct amount of meeting space required to make every event a success. The Request for Proposal section and private log-in area allow access to different planning tools such as menus, guides for meeting planners, checklists, and an image library.

“The Universal Orlando Resort Meeting & Events brand is a unique product because of the highly diverse elements. Universal Orlando has the ability to host a group of 20 to 10,000. But how do you not overwhelm a meeting planner and easily guide them to the pertinent information they need for buying decisions? The robust and visually appealing new site [www.uomeetingsandevents.com](http://www.uomeetingsandevents.com) is the answer and

provides tools to fine tune the information presented so the meeting planner can make their decisions faster," said Robin Deyo, Cendyn's Executive Vice President.

### **About Universal Orlando**

The Universal Orlando Resort destination ([www.universalorlando.com](http://www.universalorlando.com)) includes two dramatically distinct and adjacent theme parks, the Universal Studios motion picture and television theme park and Islands of Adventure, Orlando's most thrilling and exhilarating theme park. Universal Orlando also includes CityWalk, a 30-acre dining, shopping, club and live-entertainment venue, world-class film and television production facilities, 250,000 square feet of resort-wide meeting space and 2,400 guest rooms at the three premier on-site Loews hotels, the Portofino Bay Hotel, the Hard Rock Hotel and the Royal Pacific Resort.

### **About Cendyn**

Cendyn ([www.cendyn.com](http://www.cendyn.com)) is a full-service interactive marketing firm established in 1996. Cendyn has won several prestigious industry awards for its design, innovation and marketing efforts.

Specializing in turnkey solutions for the travel and hospitality industry as well as other business-to-business and consumer-focused industries, this Boca Raton, Florida-based company provides highly personalized customer service. Its comprehensive range of services include website marketing, website design and development, search engine marketing, branding and logo development, along with many other interactive products such as eProposal™, eConcierge™, eSurvey™, eConnectivity™, eBooker™, ePlanner™, eMenu™ and eBrochure™ among others. For a complete list of products and services, please visit our website [www.cendyn.com](http://www.cendyn.com).

Let Cendyn show you how far an idea can go!

Cendyn is headquartered at 1515 North Federal Highway, Suite 204, Boca Raton, FL 33432. For more information, Robin Deyo, Executive Vice President at 561.314.3212, [rdeyo@cendyn.com](mailto:rdeyo@cendyn.com).

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