

NEWS RELEASE

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CAROLINA BEACH TV SPOTS ARE AIRING IN RALEIGH-DURHAM & RESEARCH TRIANGLE AREA OF NORTH CAROLINA

The Four TV Commercials Spotlighting Carolina Beach Will Soon Be Available Online At www.carolinabeachgetaway.com

August 27, 2007 Carolina Beach, N.C. — Four television commercials spotlighting the appeal of vacationing in Carolina Beach, N.C. began airing on August 20 in Raleigh-Durham and the Research Triangle area of North Carolina. The 15-second spots, created by LHWH Advertising & PR of Myrtle Beach, will soon appear online at www.carolinabeachgetaway.com.

The commercials showcase some of the reasons that Carolina Beach is a favorite vacation destination for families. Kayaking down the waterway, fishing from the beach, or gathering seashells along the shore are all shown as activities enjoyed by families.

One section focuses on Carolina Beach's popular free Film & Fireworks Series, which runs through September 2. The series includes family-friendly movies held at Carolina Beach Lake Park every Sunday and a fireworks display on the beach near the boardwalk each Thursday, (weather permitting).

"We are excited about these spots because they give viewers a real sense of what it feels like to be vacationing in Carolina Beach," said Kim Hufham, president & CEO of the Wilmington/Cape Fear Coast Convention & Visitors Bureau. "Our target audiences will connect with the charm of Carolina Beach, its family-orientation, and the activities visitors can experience."

In addition to airing on television and on Carolina Beach's official Web site, the television commercials will be placed on several online video destinations including YouTube.com, where a large international audience can view them and learn about Carolina Beach.

(more)

About Carolina Beach

Carolina Beach is located 15 miles south of Wilmington, N.C., a barrier island on the Cape Fear Coast. This charming seaside town of approximately 4,700 permanent residents offers a variety of accommodations and attractions, as well as several miles of Atlantic oceanfront and natural sand dunes, marinas and offshore fishing excursions.

More information is available online at www.carolinabeachgetaway.com or by calling 1-800-351-5102.

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