

FOR IMMEDIATE RELEASE

Virtual Tours Rise To A New Level

Demand soars with more people researching everything online

(PEORIA, Illinois) - Most people - about 85% - begin their product or home search, upcoming vacation and accommodations on the Internet. Now a Midwest based company is taking the online experience to its highest level yet with a virtual tour that looks and sounds like a TV show but is only two minutes long. Special effects combined with professional narration separates it from most others.

Virtual tours began in the Real Estate industry with simple still photos followed by dizzying 360 degree spinning tours that required tedious viewer interaction and mouse movements. Tours have since evolved into more sophisticated and user-friendly presentations.

Longtime radio programmer, producer and personality Lee Malcolm created the new 2MinuteTOUR™ concept after doing some house hunting himself. "After seeing properties and other entities displayed online I noticed some missing elements. So we developed a marketing tool that can take any website visitor's experience to a whole new level," said Malcolm. The tour is very personal, complete with appropriate music and professional narration by a friendly guide. No interaction is required. A simple click starts the show. Tours can also be "stacked" or "looped" for TV or Trade Shows.

Illinois Realtor Michelle Largent-Morse was one of the first to try 2MinuteTOUR. "It provides a potential buyer a mini-tour without having to take the time to drive over and look at it," she said. The sellers of the homes that used the 2MinuteTOUR "loved" it, said Largent-Morse.

2MinuteTOUR products are now offered to many other sectors including tourism, hotels/resorts, condos, new developments, retail, medical, educational, retail, specialty and many more. Malcolm says the company provides a variety of tour products to meet any need and budget. 2MinuteTOUR is available in three formats; the original enhanced slide show format, deluxe high definition video or basic.

The company website contains a few samples at www.2minutetour.com

Notes to Editor:

2MinuteTour is the brainchild of Lee Malcolm and his longtime associates, all of whom have spent their careers making slick commercials for television and radio. Lee's group writes an inviting script and produces a tasty two minutes of video that goes by so quick the viewer will want to watch it again. Lee has performed narrations for films and documentaries across the U.S. and for foreign production companies. He also once spent a weekend broadcasting from a motor home hoisted 40 feet in the air by a crane. And in public service campaigns he spent time in a lion cage to raise money for a zoo and was one of the first in the country to get drunk on-the-air to discourage drinking and driving. He was a co-owner/operator of Radio Disney in Little Rock and worked for ABC/Cap Cities Detroit outlets WJR & WHYT. To arrange an interview please contact him at lee@2minutetour.com, studio@leemalcolm.com, his direct studio line at 309-694-6130 or through www.2minutetour.com or www.leemalcolm.com