



## **Press Release**

Contact: Jay Sorensen  
For inquiries: 414-961-1939

## **IdeaWorks Announces Client Relationships in Travel and Consumer Products Sectors**

*Alterra Coffee Roasters, DB Air, Ltd., Europe Express and Go-Today.com are clients.*

*October 28, 2003, Shorewood.* IdeaWorks is very pleased to announce its current client roster of high-quality companies in the airline, vacation package and consumer product categories. The following clients have chosen IdeaWorks for a variety of project work including product development, branding initiatives, marketing support, loyalty and partner marketing and strategic planning.

**Alterra Coffee Roasters** is a premium coffee roaster operating six retail locations in the Milwaukee and Chicago markets with extensive wholesale operations supporting over 300 client locations including cafes, restaurants, luxury resorts and grocery chains. Alterra Coffee is served exclusively onboard Midwest Airlines and Midwest Connect.

<http://www.alterracoffee.com>

**DB Air, Ltd.** is a Philadelphia-based air transportation management company which arranges high-amenity charter flights for discerning business and leisure clients. As a public and private Charter Operator, DB Air has over ten years of experience in the ownership and management of private charter aircraft. The company has earned an excellent reputation for comfort, convenience and safety. Its fleet of transcontinental aircraft serve high-profile clients such as professional sports franchises, entertainers, corporate executives and heads of state.

<http://www.dbairltd.com/>

**Europe Express** is a Seattle-based company creating vacation packages and marketing to travel agencies and direct to consumers. The extensive product offering has made it a leading package company for travelers to Europe. Package destinations include Austria, Belgium, Czech Republic, Denmark, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, Switzerland and the United Kingdom. The company also operates the Virgin Vacations brand in the United States.

<http://www.europeexpress.com>

**Go-Today.com** specializes in affordable vacation packages sold in an online environment to independent travelers. The company has an enviable reputation for being named as a price leader by major travel publications and newspapers. Vacation package destinations include major cities in Europe, Central and South America and Asia.

<http://www.go-today.com>