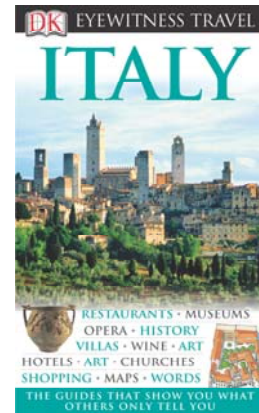




# EYEWITNESS TRAVEL

## TRAVEL *Scope*

**FOR IMMEDIATE RELEASE**



### **DK Eyewitness Travel to Debut on Television**

**DK Eyewitness Travel** is proud to announce their exclusive travel partnership with the TV series **Travelscope, with Joseph Rosendo** that will be showing on PBS stations around the country beginning in January 2007. Previous to national distribution, Travelscope TV has aired on PBS stations in Texas, New Mexico and, starting October 2006, in New York City.

**DK Eyewitness Travel Guides**, known for being “The Guides That Show You What Others Only Tell You”, is thrilled to have joined forces as the new series underwriter for TRAVELSCOPE. **DK Eyewitness Travel Guides** feature expanded hotel and restaurant listings, better maps, gorgeous photography, and enhanced itineraries. The “Four Great Days” feature in all city guides provides travelers with a unique mix of activities to help them get the most out of their trip. The “Discovering” feature in their country guides highlights the key attractions of each region, so travelers can decide at a glance which places are best suited to their desires. With specially commissioned cutaways of museums, cathedrals and other architectural sites, DK Travel truly leads the pack guidebooks to hundreds of destinations all over the world.

Hosted by award-winning travel writer Joseph Rosendo, Travelscope features Rosendo’s wide-ranging travel explorations from stateside destinations such as Montana’s Custer Country and California’s Wine Country to distant locales in Europe, the Philippines and Malaysia.

“For the last two decades, we have brought our listeners the highest quality travel information and entertainment,” says host and producer Joseph Rosendo. “I am thankful for this opportunity to serve our audiences in a new way. PBS is synonymous with quality, integrity, and vision. We feel our dedication and mission is a perfect match with PBS.”

And those of us at DK Eyewitness Travel feel that Travelscope and Joseph, himself, is an ideal match for our guidebooks, which will be featured in underwriter segments and the opening and closing of all Travelscope episodes. In addition to our television presence, DK will sponsor Travelscope’s nationally syndicated radio program and quarterly travel newsletter. Travel guidebooks will be offered as premiums on PBS pledge drives to encourage viewers to take advantage of the world opened up by the travel programming to further inspire them to

experience destinations for themselves.

Joseph, who is a member of the Society of American Travel Writers, feels travel provides the missing link between cultures.

“We close each show with a quote from Mark Twain: “Travel is fatal to prejudice, bigotry and narrow-mindedness,”” says Joseph. “It’s a truth that first turned me on to travel and has kept me hooked for more than thirty years.”

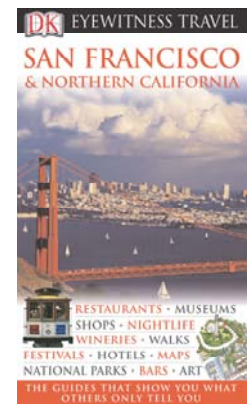
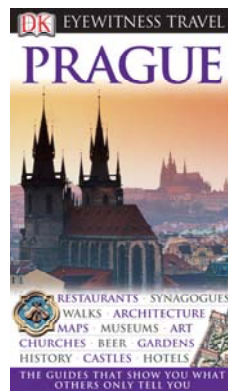
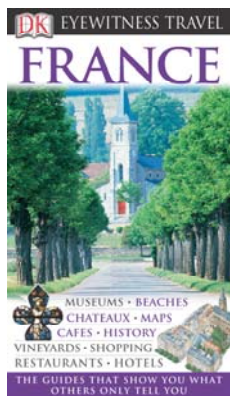
With Joseph Rosendo as the face and voice of DK Eyewitness Travel, we hope to awaken more people to the pleasures and benefits of travel while providing them with the finest books with which to plan their trip, use while traveling and keep as souvenirs.

### **Travelscope LLC**

Created more than 20 years ago by travel writer and broadcaster Joseph Rosendo, Travelscope LLC is a multi-media organization dedicated to educating travelers about destinations, values and opportunities. Travelscope has broadcast nationally through radio under the umbrella of Travelscope Radio Network (TRN). Joseph Rosendo has also produced radio features for the Associated Press, ABCnews.com, The Creative Life Network and for more than 5,500,000 listeners on Discovery Channel Radio on XM and Sirius satellite systems. Travelscope’s E-magazine is seen by more than 100,000 monthly visitors to the Travelscope website — [www.travelscope.net](http://www.travelscope.net).

### **DK Eyewitness**

Since its creation in 1974, Dorling Kindersley has published books that are instantly recognizable to children and adults worldwide. DK is now part of the internationally renowned Penguin Group, the second-largest English-language trade book publisher in the world. DK Eyewitness Travel Guides are among the world’s best-selling travel books and are published in numerous languages around the globe.



To schedule an interview with Joseph, request a review copy or for further information  
Please contact Katy Ball at [katy.ball@dk.com](mailto:katy.ball@dk.com) or tel: (212) 414-3712

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