



*Press Release - January 2009*

## Red Travel - Italia in Ferrari enriches its Sales Staff: Massimo Alboreto entitled to further develop the MICE Italia sector

Starting from 2009, Red Travel, Italian Tour Operator organizing Ferrari Tours both for private customers and companies, reinforces its Sales Team thanks to Mr Massimo Alboreto, who will develop the MICE sector in the Italian marketplace.

Thanks to his 20-year experience in Marketing, closely related to his experience in organizing Promotional Events and Corporate Incentives with the Ferrari 156/85 Formula 1 belonged to Formula 1 driver Michele Alboreto, the new Red Travel Sales staff is the most adequate character for his wide knowledge in motors and events.

The high standard of service offered by Red Travel - Italia in Ferrari thus enriches itself with a professional who can offer a thorough consulting service to companies looking forward to maximizing their investments while realizing unforgettable events.

