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ARTICLES

[January 29, 2004]

Campbell Resources, Ltd. Helps Vacationers Find the Best Deals

Campbell Resources, Ltd. and Landmark Travel Services announced their new product Landmark Vacations, which launched under a joint marketing agreement in early 2003. Landmark Travel Services, a leader in leisure and vacation travel and a widely recognized brand launched an explosive radio marketing campaign to create awareness. Landmark Travel Services, a Turtle Creek based company, says success has come from one-on-one attention to detail for vacationing customers, and a devoted team of specialists to making the most of your dream vacation.

Landmark gains a pricing advantage by outsourcing traditional agency mid and back office functions to Campbell Resources. "This allows Landmark to be certain in providing the best price to our customers. It's just smart business," says Dale Hamilton, President of Landmark Travel Services. Bill Campbell, CEO of Campbell Resources, Ltd. remarks "We are equally excited about this opportunity, and know that Landmark Vacations will become a strong asset to the Campbell family of companies in the coming years."

Campbell Resources, Ltd. has been serving the DFW community with exceptional management and travel based programs for more than 20 years. Campbell has built their corporate and leisure travel divisions with the idea that the customer always comes first. Along with this, their corporate travel department has accomplished an online adoption rate of over 60%, with the release of the top-rated travel management program RESX. Campbell has been successful in motivating corporate clients through its incentive based offering from RYI Solutions. RYI Solutions is a division of Campbell that markets and provides fulfillment to client's looking to bring high productivity with managed results to the workplace. Campbell's group and incentive department focus on clients looking to energize their staff while staying within their yearly budget. Offering the best value and service to our clients keeps Campbell as one of the top-rated firms from around the country. For more information on either company, please visit or call:
Campbell Resources, Ltd (<http://www.campbellresources.net>) (972) 716-2500
Or
Landmark Travel Services (<http://www.landmarktraveler.com>) (214) 520-9998

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