
LA BELLE FRANCE

THE SOPHISTICATED  GUIDE TO FRANCE®

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AFTER 25 YEARS IN PRINT, *LA BELLE FRANCE* GOES DIGITAL

After 25 years as a print publication, *La Belle France* launches its brand new website. The website - www.labellefrance.com - brings online hundreds of its unique, unbiased reviews on the latest sophisticated restaurants and hotels in France.

Always known as the ultimate travel companion for Americans traveling to France, bringing the content online expands the reader base from North America to the rest of the world. "Our print publication has always been the primary focus for our readers," says Publisher Ashley Williams. "However, the growing demand for our rich content internationally has finally reached the point where we are delighted to bring all of it to a central source online."

"Whether its your first time or your fortieth time visiting France, *La Belle France* is the must-have reference for your travels," says Editor-in-Chief Corrine LaBalme. "Bringing the publication online allows the rest of the world to experience and enjoy what so many people in the States already know: that *La Belle France* provides every traveler with the short cut to a perfect getaway."

What differentiates *La Belle France* from other travel review sites is the complete lack of advertising. The publication and website are both 100% subscriber supported, which means the content is entirely without influence from corporate partners or advertisers.

Moreover, the content is professionally written by anonymous reviewers, so that the place being reviewed doesn't make special arrangements before a *La Belle France* reviewer arrives. "They don't even know we're coming," adds Ms. LaBalme. "To them, we're just another tourist hoping for the best experience possible. It doesn't always happen, and our readers relish our open and honest opinions."

"Another exciting opportunity the website presents for us are customer reviews and public forums for community discussion," says Publisher Williams. "Our readers are well-educated and discerning, so I'm thrilled to see how our online boards fill up with users' thoughts, updates, and personal travel anecdotes. This is a fantastic time for the publication, and we hope travelers around the world enjoy our new website."

La Belle France is the longest running publication solely dedicated to traveling France. Due to its unique subscriber-supported business model, the publication has never had advertising or sponsorships of any kind, allowing its original reviews of hotels and restaurants to be entirely anonymous, unbiased, and honest. For more information and press inquiries, please contact Jeremy Goldstein at jeremy@labellefrance.com or via phone at (310) 779-7546. Visit us at www.labellefrance.com