



FOR IMMEDIATE RELEASE:

“McVeigh Associates Forms Joint Venture with ThirdRock Travel Group”

Long Island, NY – October 3, 2011. New York-based **McVeigh Associates**, the industry leader in Strategic Meetings Management (SMM), announced the formation of a Joint Venture with Salt Lake City-based **ThirdRock Travel Group**, a Private Equity and Management company, to form **McVeigh Performance Group**.

McVeigh Performance Group will focus on incentive program management and fulfillment, including group and individual incentive travel, merchandise awards, stored value cards, recognition programs, program tracking and ROI measurement, strategic planning, and a state-of-the-art next generation event management technology.

McVeigh Associates’ President & CEO, Frank McVeigh stated, “We are pleased to be joining forces with this great management team from **ThirdRock Travel Group** in the formation of **McVeigh Performance Group**. **McVeigh Associates** has earned a solid reputation in the Strategic Meetings Management industry over the past 22 years, and we now plan to put that expertise to work in the incentive management and fulfillment sector of the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry.”

McVeigh Performance Group will be headed by Randy Hunt, a 30-year veteran of the MICE and travel industries. Hunt is a former owner of Utah-based Morris Travel, and was co-founder of the successful airline - Morris Air, which was sold to Southwest Airlines in the late 90’s. A little known fact - Morris Air introduced e-ticketing to the airline industry. David Neeleman, one of Hunt’s partners in Morris Air, later went on to start JetBlue, and is now heading another airline start-up in Brazil called Azul.

Frank McVeigh will act as CEO, with Hunt serving as President, and Kirk Nord as VP-Business Development.

Hunt stated, “Frank McVeigh is a legend in the meetings management industry and we couldn’t be happier teaming up with him and his amazing company.” He continued, “Frank and I met on a trip to Australia a few years ago and we have kept in contact. We began serious discussions a few months ago, and the process just seemed to fall into place at an amazing pace.”

ThirdRock Travel Group was recently formed by Hunt and business partner Richard Nord as a Private Equity concern that also brings value-added management services, proprietary vendor deals, and strategic planning expertise to its ventures. The firm currently has other interests in boutique hotels, retail travel companies, internet hospitality marketing, employee rewards technology, and air charter operations. They continue to seek investment opportunities where their holdings can benefit from each other. ThirdRock’s humanitarian focus is with organizations that assist children around the country who have severe health challenges.

Founded in 1990, privately-held **McVeigh Associates** (www.mcveigh.com) has been consistently recognized globally for its leading position in Strategic Meetings Management. It has ranked in the Corporate Meetings & Incentives Top 25 for the past four years, and will receive recognition at the opening of IMEX America on October 10th in Las Vegas.

Operations for **McVeigh Performance Group** will be handled in New York with sales, marketing, and client relations based in Utah.

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