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**MIAMI BEACH CHAMBER OF COMMERCE TO CELEBRATE THE MIAMI BEACH INcard's
ONE YEAR ANNIVERSARY WITH "A TASTE OF THE INcard"**

MIAMI BEACH, FL (June 15, 2010) – Today marks the one year anniversary the Miami Beach INcard, a breakthrough value added program launched by the Miami Beach Chamber of Commerce (MBCC). With over 120,000 cards distributed to residents and visitors, the program has truly embodied its mission of promoting business on Miami Beach and South Florida by giving back to the consumers, offering discounts ranging from 10% to 25%.

To celebrate a year of success, the Miami Beach Chamber of Commerce will host "A Taste of the INcard" on Wednesday, June 30, 2010, from 6PM-8PM at Jungle Island. Program partners, affiliate/ prospective businesses and guests will join together for a complimentary event to showcase their specialities, from food to drinks, retail, bike rides, animals, and more. Currently there are well over 200 INcard vendors listed as part of this business stimulus program.

"The Miami Beach Mayor's Blue Ribbon Task Force and the VCA are proud to be part of the INcard energy", says Elsie Howard, Chair of the Miami Beach Visitor and Convention Authority (VCA). "We are delighted with the fantastic values offered by Miami Beach Chamber of Commerce member businesses -- all terrific card holder benefits for visitors and residents - - in a program that has already reached national prominence. We expect even greater results, long term, so . . . we are IN!"

The Miami Beach Chamber of Commerce's INcard program has been creating a buzz with the help of marketing partners and community organizations, including the City of Miami Beach, Greater Miami Convention & Visitors Bureau, Miami International Airport, Port of Miami, South Florida Concierge Association, Miami Herald, CBS Outdoor, Comcast, Plum TV, Beach Channel, The Lead Miami Beach, and Welcome & Bienvenidos Magazine. Launched in June 2009, the Miami Beach INcard began as an initiative of the Mayor Matti Herrera Bower's 2009 Blue Ribbon Task Force on Tourism, with sponsorship by the Miami Beach Visitor and Convention Authority (VCA).

"We have implemented a win-win program, which benefits both our local businesses as well as the consumer. Over the past year, the card has been widely accepted and we anticipate greater use as the benefits of participation are expanded", says Aaron Perry, Chairman of the Board. The Miami Beach Chamber of Commerce (MBCC) has plans to enhance the visibility of the businesses. There will be a 1 year anniversary map printed, a free downloadable MyChamberApp for smartphones, in which users can view local businesses participating in the INcard program, and a more creative and interactive website platform put in place to enhance business visibility and consumer friendliness.

For additional information regarding the program as well as the event, contact Valerie Rasken, Miami Beach Chamber Program Coordinator at 305-695-6833 or valerie@miamibeachchamber.com.

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ABOUT THE MIAMI BEACH CHAMBER OF COMMERCE

The Miami Beach Chamber of Commerce was formed in 1921 to promote the economic well-being of Miami Beach's citizens, to improve the quality of life for the entire community, and to communicate the view of the business community on major issues of public policy.