

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM LAUNCHES REDESIGNED MEMBER ACQUISITION SITE FEATURING BENEFITS CALCULATOR

JoinVacation.com's benefits calculator estimates tangible value of membership benefits.

Alexandria, Va. (March 22, 2010) – Vacation.com®, North America's leading travel services marketing organization, this week launched a redesigned version of its member acquisition site, www.JoinVacation.com, improving navigation and adding interactive features that more effectively showcase the organization's core member benefits.

The site's most notable addition is a membership benefits calculator on the home page, which gives prospective members an estimate of the annual financial impact of a Vacation.com membership. Agents simply input four variables—annual preferred cruise sales, annual preferred tour sales, number of clients with postal address and number of clients with email address—and immediately receive a dollar value based on their agency's specific numbers.

“Travel agents are inherently business savvy—they need to see the bottom line before making big decisions,” said Karin Viera, Vacation.com's general manager of Sales. “And the bottom line is that joining Vacation.com is a great business move for so many agencies, as they can quickly see with the benefits calculator and by viewing our extensive line-up of marketing programs, technology products and training opportunities showcased throughout the site.”

Additional improvements to the site include a new chart that shows the incremental dollar value of Vacation.com's enhanced commission payments for typical bookings agents receive from select preferred suppliers; a video introduction by Vacation.com President & CEO Steve Tracas; a section dedicated to Canadian member benefits; more Engagement direct marketing samples that demonstrate the program's innovative personalization options; and a PDF of *Destination: Vacation*, the newly-expanded affluent traveler consumer magazine.

“Vacation.com’s member benefits have never been displayed in such clear and compelling terms,” added Viera. “We urge agency leadership to visit the site and to try the benefits calculator. They may be pleasantly surprised to discover the positive difference a Vacation.com membership can make to their agency’s bottom line.”

Agents should visit www.JoinVacation.com to experience the new site and learn more about the benefits Vacation.com offers.

Vacation.com

Vacation.com is the largest travel services marketing organization in North America, serving independent retail travel agencies across the U.S. and Canada. Vacation.com facilitates “*The Power of the Partnership*” between a network of quality preferred suppliers and member agencies that increase profits through disciplined marketing, comprehensive training and robust booking tools, including the proprietary EZguider sales platform.

Interested in maximizing your agency’s profit potential? Visit www.JoinVacation.com to learn why Vacation.com, an organization “Powered by Real Travel Agents,” is the right choice.

Vacation.com is a subsidiary of Amadeus IT Group, SA, and maintains its headquarters in Alexandria, VA.

For further information, contact Vacation.com at 1650 King Street, Suite 450, Alexandria, VA 22314; tel: 800-843-0733.

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