

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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Release # 2010-63

VACATION.COM LAUNCHES CONSUMER WEB BOOKING ENGINE SOLUTION FOR CANADIAN MEMBERS

*Partnership with leading technology provider benefits members, enhances company's
Ecommerce tools.*

TORONTO, ON (June 28, 2010) – Vacation.com®, Canada's leading travel services marketing organization, has partnered with Softvoyage, the leading travel technology provider for the Canadian market, to add yet another Ecommerce solution to its technology suite for Canadian members: the best in-market consumer Web booking engine, SIRRVA.

The Vacation.com private-label B2C (business to consumer) SIRRVA booking solution will be integrated into agencies' consumer websites to enhance the customers' ability to research and book their own travel 24/7. The SIRRVA engine contains a robust inventory of the most sought-after package holidays, hotels, charter and consolidator air, highlighting content from more than a dozen of Vacation.com's Preferred Suppliers.

The B2C solution includes management tools, such as last minute deals and advertising modules, as well as special pricing and web management tools. These administrative functions provide the agency the flexibility to promote special offers that drive the most benefit and differentiate their electronic offering.

“The Canadian membership has been seeking a Web-based B2C booking solution. We want our members to take advantage of Vacation.com's value-added offers in the context of their own agency branding on their consumer website that their clients can use with confidence,” said Tiffany Glass, Vacation.com's vice president of Ecommerce, Technology and Member Services.

Vacation.com's highly customizable Web templates will be ready for members to integrate at Vacation.com's 12th Annual International Conference in Orlando. Thirty-four members have already subscribed to Vacation.com's B2C solution at a highly discounted and affordable rate.

In addition, to assist Canadian members with their overall Web presence and strategy, Vacation.com has engaged Parcom Marketing, an Edmonton, Alberta-based Web marketing design and development firm, to offer integration support, website design and marketing. Many Canadian members already utilize Passport Online's consumer website "NexCite," which has been fully integrated to support the SIRRVA booking solution.

Vacation.com

Vacation.com is the largest travel services marketing organization in North America, serving independent retail travel agencies across Canada and the U.S. 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.

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. For further information, contact Vacation.com at 1-800-843-0733.

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