

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM JOINS MASSIVEGOOD RELIEF EFFORT

\$2 'micro-contribution' towards major global health causes has the potential to raise \$1 billion.

Alexandria, Va. (June 28, 2010) – Vacation.com[®], North America's leading travel services marketing organization, showcased its support of MASSIVEGOOD throughout its 12th International Conference and Trade Show in Orlando, urging member agents to promote the life-saving program.

MASSIVEGOOD gives travelers around the globe the opportunity to donate \$2, €2 or £2 to help the fight against HIV/AIDS, malaria and tuberculosis, and to improve maternal health and child mortality in the developing world, every time they purchase travel.

“Vacation.com is proud to partner with MASSIVEGOOD. Every donation gets us one step closer to saving a life, especially in the countries that need it the most,” said Vacation.com President & CEO Steve Tracas. “When you consider a \$2 donation for every plane ticket, hotel reservation or car rental sold each year, there is enormous potential to impact millions of people in need.”

During Conference, Vacation.com urged its members to learn about the global effort in the Experience Room, an interactive Conference venue where members learn directly about the organization's partners, products and services.

“The success of MASSIVEGOOD is dependent on a global movement and worldwide cooperation of the travel industry. That is why Vacation.com's commitment of support is a tremendous addition to this exciting project,” said Kay Urban, president and CEO, Amadeus Americas. “Using Amadeus-developed donation technology, Vacation.com members will be able to help their clients easily make a donation—and a difference—with a simple click each time they book a travel reservation.”

For more information, or to donate to MASSIVEGOOD, please visit www.massivegood.org.

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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