

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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### 260 NEW MEMBERS JOIN VACATION.COM

*Membership drive, enhanced benefits fuel significant growth in first half of 2010.*

Alexandria, VA (June 28, 2010) – [Vacation.com](http://Vacation.com)®, North America’s leading travel services marketing organization, is experiencing its most successful recruitment year in its history, welcoming 165 new U.S. members and 95 new Canadian members in the first half of 2010, up 135 over the same time last year.

“These new members repeatedly saw Vacation.com’s name in the news, read about how our industry leading marketing, technology and training programs are constantly being enhanced, and realized that joining us was the smartest financial move for their agencies,” said Karin Viera, Vacation.com’s general manager of Sales.

“Many times, all it took was one conversation with our business development managers for them to comprehend all the ways a Vacation.com membership can put their agency in a better position to succeed,” added Christine James, Vacation.com’s vice president, Canada.

Of the new members so far this year, 25 percent benefited from an exclusive offering from Amadeus to their subscribers who were not affiliated.

“Vacation.com is fortunate to have such a mutually-beneficial relationship with Amadeus. Our parent company is a forward-thinking technology leader that enhances our overall value proposition for our member agents and makes us the leading travel services marketing organization,” added Viera.

Agents should visit [www.JoinVacation.com](http://www.JoinVacation.com) to learn more about the benefits Vacation.com offers and to try the Benefits Calculator to discover the financial value of membership, or call (800) 848-8756.

**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](http://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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