

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM ON PACE TO SET RECORD FOR NEW MEMBERS IN 2010

Successful year of recruiting continues with more than 300 new members to date.

Alexandria, Va. (August 30, 2010) – Vacation.com®, North America’s leading travel services marketing organization, welcomed 124 new U.S. and Canadian member agencies this summer, setting the organization on pace to attract a record number of new members over the course of the year with more than 300 new members to-date.

“At this rate, we will easily surpass our record of 352 new members set in 2005,” said Karin Viera, Vacation.com’s general manager of Sales. “Our new members have told us that that number one reason for joining Vacation.com is to make more money. They were disappointed in the way their old agency groups performed, so they upgraded to us.”

Vacation.com’s value proposition centers around its enhanced commissions with more than 100 Preferred Suppliers, award-winning Engagement marketing program, agency-changing technology and hotel and cruise programs, including more than 1,000 amenity enriched sailings and hosted cruise departures.

Viera claims Vacation.com has done an outstanding job at communicating these benefits more effectively this year.

“We have increased our Web and print presence. We added the Benefits Calculator to www.JoinVacation.com, which has proven to be an impactful tool for agencies that are considering membership. And, as always, our experienced business development managers are constantly in touch with agencies looking for ways to grow their leisure business,” said Viera.

With this year’s 300-plus new members plus the addition of the IT Group, Vacation.com will experience one of its largest periods of membership growth since its inception.

Agents should visit 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.

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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