

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM INITIATES TWO STRATEGIC ALLIANCES TO HELP MEMBERS ACQUIRE NEW CLIENTS IN 2009

Partnerships with online referral service and travel offer publisher give members powerful tools to boost business.

ALEXANDRIA, VA (January 13, 2009) – Vacation.com®, North America’s leading travel services marketing organization, recently developed strategic alliances with Tripology and Dunhill Vacations to drive new clients to its membership and stimulate sales in 2009.

“There is no doubt this coming year will present some challenges for our members,” said Steve Tracas, Vacation.com’s president and CEO. “The acquisition of new clients will be critical for any agency to succeed. These new partnerships empower our members to reach out to the traveling public in new and proven ways to broaden their client base.”

The first new alliance is with Tripology, an online referral service connecting travel specialists with high-intent travelers. Vacation.com members can register for free with this new Preferred Supplier to become a Tripology specialist. This free benefit gains members access to detailed, qualified leads generated by travelers seeking the guidance of experienced agents. Members who register before April will receive five free leads—the first of several incentives extended to Vacation.com.

“This new alliance with Tripology is an opportunity for our members to be matched with targeted travelers in need of their specialized talents,” confirmed Tracas. “Tripology’s strength is in connecting our members with serious purchasers of travel who are ready to buy. We will actively encourage all of our members to register.”

The second prong of Vacation.com’s efforts to generate new business for its members involves a ground-breaking enhancement to Engagement, Vacation.com’s award-winning, results-driven direct mail program, via an exclusive partnership with Dunhill Vacations, a successful publisher of travel offers.

Launching this week, the enhancement—called e-Engagement*plus*—gives members the opportunity to access Dunhill’s qualified travel-interested prospect list to receive promotions through Vacation.com’s Engagement system. Prospects will come from Dunhill’s database of 1.7 million U.S. names and will be allocated to Vacation.com members based on a zip code radius from the agency’s headquarters.

“Engagement has always been a powerful marketing vehicle to retain and entice an agency’s current client list to purchase travel,” said Stephen McGillivray, Vacation.com’s vice president of Marketing. “Thanks to our new association with Dunhill, e-Engagement*plus* takes the program to a whole new level, enabling members to obtain new clients, new sales and new income—all through the same, efficient, hands-free process that makes our current Engagement program a best-in-class product.”

Through e-Engagement*plus*, Vacation.com members will also have access to last-minute special offers emailed to their current clients as well as Dunhill-provided prospective customers, all with the agency as the sole call to action.

Vacation.com members can visit AgentNet to learn more about Tripology and to opt-in to the e-Engagement*plus* program. All other agents can visit www.JoinVacation.com for more information on all 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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