

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM'S NEW e-ENGAGEMENT^{plus} PROGRAM REACHES MORE THAN TWO MILLION TRAVELERS

Successful launch of exclusive five day Vcom sale generates over \$750,000.

ALEXANDRIA, VA (February 18, 2009) – Vacation.com®, North America's leading travel services marketing organization, announces that more than 200 members opted in to the inaugural offer from its new e-Engagement^{plus} program, featuring an email campaign that reached more than 2,000,000 households.

“Our members immediately recognized the benefits of e-Engagement^{plus} and took advantage of this exclusive Vcom offer,” said Steve Tracas, Vacation.com's president and CEO. “The program got off to a phenomenal start, as more than two million travelers now have a compelling incentive to contact a Vacation.com member agency.”

Created through a partnership with Dunhill Vacations, e-Engagement^{plus} gives members the opportunity to ‘rent’ email addresses of high-intent travelers. These email addresses come from Dunhill's database of U.S. names and are allocated to Vacation.com members based on a zip code radius from the agency's headquarters.

“E-Engagement^{plus} features limited-time offers not available anywhere else,” said Stephen McGillivray, Vacation.com's vice president of Marketing. “They are chosen for one specific purpose: to make our members' phones ring, which the NCL offer successfully did.”

Vacation.com members can visit AgentNet to opt-in to the e-Engagement^{plus} program. All other agents can call membership at (703) 740-4317 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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