

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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Release # 2009-13

VIKING RIVER CRUISES & VIKING TOURS NOW BOOKABLE EXCLUSIVELY THROUGH VACATION.COM'S EZGUIDER

EZguider becomes first online booking channel for Viking products.

ALEXANDRIA, VA (March 31, 2009) – Vacation.com®, North America's leading travel services marketing organization, now offers real-time cabin pricing and booking capabilities for both Viking River Cruises and Viking Tours directly through EZguider, Vacation.com's exclusive online booking platform available to members.

"We're pleased that Viking chose our EZguider platform to initiate its online booking capabilities," said Steve Tracas, president and CEO of Vacation.com. "There is not a more complete leisure platform in the marketplace than EZguider, which is free of charge to our members. With Viking River Cruises and Tours we are able to provide our members more preferred supplier products."

EZguider is currently the only option for agents to book Viking products online, which makes this addition to the platform's impressive line-up of suppliers a historic event for Viking, the world leader in river cruising. In addition to Viking, the EZguider platform includes most major cruise lines, numerous tour operators, third-party insurance providers and in the coming months, scheduled airline booking capabilities. With the addition of Viking and the air capabilities targeted to launch in the near future, there will be over 75 suppliers available to Vacation.com members on EZguider.

"We have always enjoyed a strong relationship with Vacation.com," added Viking's Senior Vice President Richard Marnell. "It was an easy choice to introduce online booking exclusively to their members, for they have demonstrated great success in selling our products."

Vacation.com agents can compare Viking products side-by-side with numerous other tour and cruise products available in EZguider. Once a product is selected from the search results, EZguider displays rich content, availability and real-time pricing for quoting and

booking by category. Agents can choose land-only packages or bundle the results with Viking's air and insurance.

“EZguider is truly a game-changer for leisure-focused travel agents,” said Tracas. “It takes numerous supplier products together in one place and provides great ease of shopping and booking as well as the ability to integrate with Trams Clientbase.”

Agents can visit www.EZguider.net to learn more about the leisure-selling tool, while Vacation.com members can visit AgentNet to access EZguider.

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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