

VACATION.COM'S EZGUIDER WINS "BOOK-OFF" CONTEST—IS THREE TIMES FASTER THAN TRADITIONAL BOOKING CHANNELS

Agent using EZguider easily bested six agents using supplier call centers and Web sites.

Alexandria, VA (June 19, 2009) – Vacation.com®, North America's leading travel services marketing organization, announces that EZguider—its all-in-one booking platform accessible for free exclusively to members—easily defeated standard reservation channels in a timed "Book-Off" contest yesterday at its 11th International Conference and Trade Show at Caesars Palace.

The contest featured one agent using EZguider against six experienced agents, three of which used supplier Web sites, while the remaining three contacted reservation call centers. All seven agents were given the same detailed scenario to search and book two tickets. **EZguider completed the test in six minutes, while the fastest agent online finished in 19 minutes, followed by a phone booking in just under 22 minutes.**

"The Book-Off results confirmed what agents have been telling us from their own experiences with EZguider," said Ron Cole, the general manager of EZguider. "Agents can typically make three bookings through this powerful tool in the same time it takes to make just one through a supplier's site or reservation line. If time is money, then EZguider is truly a money-maker."

The scenario that all seven agents simultaneously searched for included two adults, ages 62 and 65, looking for a choice of 5-7 day Caribbean cruises from Ft. Lauderdale/Port Everglades in a balcony suite at a pre-determined budget, including tax and port charges.

The six agents using conventional booking methods contacted the reservation centers or visited the Web sites of a few suppliers to compare itineraries—a feat EZguider performs automatically, displaying the results of inventory from many cruise lines side-by-side to quickly zero in on the ideal cruise.

The results of the Book-Off were no surprise to the agent who represented EZguider in the contest: Heather Wege, manager of Sales & Operations at Online Vacation Center, a member agency that will receive a special Power of the Partnership award on Friday due to making at least 1,000 bookings through the tool.

"EZguider truly deserves its 'EZ' name," said Wege. "One agent in our office is not tech savvy at all—she is still learning how to send text messages from her cell phone. I showed her how to make a booking in EZguider just once, and she has been making them on her own ever since."

Agents can also use EZguider to search for, compare side-by-side and book tours, river cruises, insurance and now stand-alone and add-on bookings from more than 400 airlines without a GDS contract, monthly fees or productivity goals.

Agents can visit www.EZguider.net to learn more about this all-in-one leisure-selling tool.

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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.

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