

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



**Media Contact:**

Lauraday Kelley

[lkelly@vacation-corp.com](mailto:lkelly@vacation-corp.com)

Vacation.com

(703) 740-4361

### **VACATION.COM PROVIDES MEMBERS THE ABILITY TO CUSTOMIZE eBROCHURES and eFLIERS**

*Partnership with MailPound.com empowers membership to customize materials  
targeting preferred suppliers.*

Alexandria, Va. (August 31, 2009) – Vacation.com®, North America’s leading travel services marketing organization, recently formed a partnership with MailPound.com, a Web-based marketing support provider.

Through this new venture, MailPound created a specialized eMarketing portal that features eBrochures and eFlyers for Vacation.com Preferred Suppliers. Agents can easily customize these electronic vehicles and send them directly to clients with their agency as the exclusive call-to-action.

“Vacation.com is always searching for opportunities that allow our members to effectively promote great travel offers to their clients,” said Stephen McGillivray, Vacation.com’s vice president of Marketing and Public Relations. “By using MailPound, in conjunction with our Engagement direct mail and email marketing program, we can help drive calls to our members’ offices and close sales.”

Agents will be able to use MailPound’s electronically-housed eBrochures and eFlyers to supplement trip-planning discussions with their customers. This service ultimately saves the client time, brings them a step closer to booking a vacation, and reinforces the notion that the agent is the go-to source for travel information.

“We are honored to provide Vacation.com’s large travel agent base with electronic marketing resources,” said MailPound.com President Debbie Maier. “MailPound’s goal is to help Vacation.com’s network increase their sales by enabling them to send relevant travel offers through our database of electronic marketing materials. The bonus for its member agents is that it can reduce overall marketing costs and increase revenue.”

Vacation.com members can visit AgentNet to learn more about MailPound. All other agents can visit [www.JoinVacation.com](http://www.JoinVacation.com) for more information on all the benefits Vacation.com provides.

**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](http://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.