

## PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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### **KARIN VIERA JOINS VACATION.COM**

*Cruise line veteran to become General Manager of Sales.*

Alexandria, Va. (September 2, 2009) – Vacation.com®, North America’s leading travel services marketing organization, welcomes industry veteran Karin Viera to the role of General Manager of Sales, where she will oversee the organization’s U.S. field and inside sales teams.

Viera previously held the position of vice president of sales – Southeast region for Carnival Cruise Lines, managing the company’s largest sales region. During her nearly three decades with Carnival, she had a variety of sales-related positions, including inside sales manager, director of sales and national accounts –Western region, and vice president of sales – Eastern region.

“Karin brings a wealth of experience from working with both the travel agency community and cruise industry,” said Steve Tracas, Vacation.com’s president and CEO. “She knows the players, and she is a perfect fit for our network and a great addition to our sales force.”

Viera holds a Certified Travel Counselor designation and earned an associates degree in Marketing from State University of New York. She currently resides in Alexandria, Virginia, with her daughter Julyia.

### **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.