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**PASSPORT ONLINE'S ESP SOCIAL MEDIA PRODUCT WINS BRONZE  
STEVIE® 2015 AWARD**

Beaverton, OR— Passport Online Inc., the leisure travel industry leader in delivering the most comprehensive solution for all digital marketing to suppliers, travel agents and their consumers, is proud to announce that its social media posting product, ESP, was awarded a Bronze Stevie® Award as the Business Development Achievement of the Year - Media & Entertainment, Hospitality & Leisure Industries & Services Industries.

The Stevie Awards for Sales & Customer Service are the world's top sales, business development, contact center, and customer service awards. More than 1,900 nominations from organizations of all sizes and in virtually every industry were evaluated in this year's competition. More than 100 members of several specialized judging committees determined the Gold, Silver and Bronze Stevie Award placements from among the Finalists during final judging.

“For the travel agency community, Facebook is a natural marketing tool because the majority of agency customers are engaged in social media. But travel agents don't have access to compelling content, the time or knowledge to post on their Facebook business page consistently. Through ESP, we are helping to create a consistent and engaging Facebook presence for our individual travel agency customers and we are proving to the industry that Facebook is a necessary part of their digital marketing plan,” said Marilyn Macallair, vice president of business development for Passport Online. “We are truly proud of the Stevie Award recognition and even more encouraged by the success our customers are seeing on Facebook as a result of our efforts.”

Passport Online Inc. provides vacation travel content from 100 leisure suppliers to travel agency websites, and fully hosted website solutions to more than 6,000 travel agent businesses throughout the U.S. and Canada. In 2013, the company's business development team identified a need for a social media solution to enable travel agencies to better market and share their businesses with consumers in the social media environment. Providing digital solutions for these small businesses is at the core of the

company's business, so internal engineers worked to solve the need for quality, engaging content and frequent posting.

The team developed ESP, social media posting for travel agents. This product was built in house in 2013 and early 2014 and was launched in the summer of 2014. It is now the fastest growing product in company history. Nearly 1,000 individual business pages are active. Passport is posting engaging content including photos, quotations, questions, supplier offers and more on a daily basis. To date the product is reaching more than a half million consumers, growing rapidly each month. Engagement scores have risen steadily and consumer sales have been reported for many of the agency customers, based solely on social media posts.

Passport's product integration includes an agency administration site where participating agents can review upcoming content to be posted to their business Facebook pages. Agents can opt to remove a post before it goes live. The average number of likes, shares, and comments has increased each month since launch. The average engagement score is 7.2 [we need to confirm that we are reporting this correctly].

"Entries to the Stevie Awards for Sales & Customer Service awards have more than doubled over the past three years," said Michael Gallagher, president and founder of the Stevie Awards. "The widespread support of this program illustrates the importance of the functions it recognizes to business success. This year's Stevie Award winners are the highest rated in the history of the awards, and we congratulate all of the winners on their commitment to excellence and innovation."

Details about the Stevie Awards for Sales & Customer Service and the list of Stevie winners in all categories are available at [www.StevieAwards.com/sales](http://www.StevieAwards.com/sales).

#### **About Passport Online Inc.**

Passport Online is the leisure travel industry leader in delivering the most comprehensive solution for all digital marketing to suppliers, travel agents and their consumers. Our reach is the most extensive in the industry and we are proud to call the leading cruise lines, tour wholesalers, vacation packagers, consortia, and host agencies our partners. We power 6,000 agent websites with more than 6 million unique consumer shopping sessions every month.

#### **About The Stevie Awards**

The Stevie Awards are conferred in six programs: The American Business Awards, the German Stevie Awards, The International Business Awards, the Stevie Awards for Women in Business, the Stevie Awards for Sales & Customer Service, and the Asia-Pacific Stevie Awards. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>, and follow the Stevie Awards on Twitter @TheStevieAwards.