

Thursday, January 15, 2009

### **Passport Online Reports Surge In Agency Contracts and 'Net Readiness For 2009**

Launch of New Corporate Website With Product Demos, Customer Testimonials To Support Surge in New Individual and Host Agency Website Contracts

Beaverton, OR -- Passport Online Inc., the leader in travel agency Internet marketing solutions, is reporting a 130 percent increase in the number of contracts for new websites from individual travel agencies and host agency groups in December and January over the same period last year. Passport is also reporting a significant up-tick in consumer product views on agency websites in January from December. To support these trends and a clear embracing of Internet technologies by the travel agency community and its customer base, Passport Online has redesigned and relaunched its corporate website to help assure travel agents have easy access to their best technology solutions.

Effective today, travel agents, travel agency groups and travel suppliers can visit this one stop shop to determine their best next steps in updating their electronic marketing tool kit to be sure they have all the necessary internet marketing tools to be "Net Ready" in '09.

"At Passport Online, it is our sole mission to provide the best possible tools and products to help the travel industry reach consumers electronically and through web-based programs. We want to make it simple for the industry to seek out and implement internet marketing solutions," said Greg Kott, president and CEO of Passport Online Inc. "The goal for travel sellers in 2009 needs to be to make sure they are everywhere their customers and potential customers want to shop. Email and Website marketing solutions from Passport Online are the most cost-effective way for suppliers and agencies to market travel to consumers. In the past six weeks, when the industry was suffering the impact of the economic downturn, our 130% increase in NexCite Website sales seems to indicate that agents were using that time to ready their businesses, not using it to put their heads in the sand. In the intensely competitive and economically challenged selling environment, the ability to talk to your customers on the internet and through every form of electronic communication is an absolute must."

Passport offers travel agencies full service web sites through NexCite, web 2.0 technology solutions such as TripBlip, communication tools including a full suite of email marketing options, and consumer web site content from nearly 100 suppliers through its supplier database products, VacationPort and ResortPort . All these tools are now available for demonstration at [www.passportonlineinc.com](http://www.passportonlineinc.com).

Passport Online is the leading provider of e-commerce solutions to leisure travel agents. In addition to websites, email programs and other tools, Passport provides the updated content from major cruise lines, tour companies, wholesalers and hoteliers to over 10,000 consumer facing websites. Currently, over 1 million unique consumers each month are shopping for their next vacation on a website powered by Passport Online.

"Among our newest NexCite users, we are seeing a mix of agencies switching vendors, agencies creating websites for the first time and agencies upgrading from self-created static sites to dynamic, content driven sites," said Marilyn Macallair, Passport's Vice President of Business Development. "In all instances, agencies were up and running within a week of signing their contracts and new sites are springing up all across the country."

For Aubrey Rogers of Precise Travel, a Vacation.com agency, site upgrade, content from her preferred suppliers, and ease of use were the top reasons for her switch at the beginning of this year. "I wanted to align with a company that had suppliers that best matched my business model. My preferred suppliers for the most part fit better with Passport Online. In addition, Carnival, Apple Vacations and other suppliers, were already providers for Passport Online and I could access them. Another reason is the look and feel of the site, the email newsletter and access to TripBlip which allows my customers to get vacation specials sent directly to them and seems very innovative. My final reason was that the implementation of the system seemed to be almost self-explanatory. The process went smoothly and in

four days, I had my email and my web site in production." The site can be viewed at [www.precisetravel.com](http://www.precisetravel.com).

John Boyd, a home-based agent running Journeys Cruises and Travel, has been going it alone in the Internet world for the last four years. "It was virtually impossible, being home-based, to keep the information on the site current and updated. We were looking for a solution to provide our current and future clients with relevant content in a timely matter without spending many hours each day trying to accomplish it. When we discovered what Passport Online could do for our agency, we decided to join them with a few reservations. After getting all our questions answered, we made the leap two weeks ago. It took a week to get our own personalization in place before we took the site live. The set-up procedure was very easy and painless, and the support they have in place is phenomenal. Every question I have asked has been answered very promptly and with great business ethics. No one has made us feel like we were asking "stupid" questions, instead they answered each one in detail." Boyd's site can be viewed at <http://JourneysCT.com>.

About Passport Online:

Passport Online is a leading supplier of Internet tools that help the leisure travel industry reach the travel agency consumer. Millions of unique travel agency consumers used Passport Online's shopping engine on travel agency websites to search for their next vacation experience. Each day, unique consumers are on those sites, seeking the product advice and opportunities offered by their trusted travel agent. Passport Online's key products are VacationPort and NexCite. Passport Online also offers complete email design and delivery services that integrate with the VacationPort and NexCite systems.

Contact: Greg Kott, President/CEO

Phone: (503) 626-7766, Ext. 3020

Email: [gregk@passportonlineinc.com](mailto:gregk@passportonlineinc.com)