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## **Passport Online Launches TripBlip, The Virtual Vacation Finder**

*Web 2.0 Program Delivers Highly Targeted Travel Promotions  
Directly To Consumers On Behalf Of Their Travel Agent*

**BEAVERTON, OR:** Passport Online Inc is revolutionizing the travel agent/consumer relationship with the launch of TripBlip, the first virtual vacation finder linking travel agents to their clients 24 hours a day. TripBlip helps consumers break through the clutter of the Internet, by delivering personalized vacation offers directly to them in a unique new way, on behalf of their travel agency.

Consumers can access personalized travel offers using TripBlip's Web 2.0 technology by linking TripBlip directly to their computer desktop with a simple click from a travel agency website. The consumer creates their vacation wish list with an easy-to-use application (up to three different trip profiles can be entered), and TripBlip starts searching for the best deals. The TripBlip icon on the consumer's desktop toolbar will notify them that deals matching one of their wish lists have been delivered. Only vacation offers that are a 100% match will be delivered. A simple click on the icon will let the consumer view the offers, and click to a website view for more details and to connect directly with their agent.

"Consumers are loyal to their travel agents, but they are also accustomed to service on demand and high technology solutions. Now, thanks to TripBlip, qualifying travel agents who have a NexCite website or a subscription to VacationPort can offer their customers TripBlip," said Greg Kott, president of Passport Online. "TripBlip allows traditional travel agents to extend their customer relationships to the Internet world."

TripBlip has been in development for almost two years. The design incorporates the ability for the agent to assure that their preferred supplier relationships are protected and only their designated suppliers will be including in their customer's matches. "We wanted to ensure that TripBlip would be flexible enough to support the wide variety of travel types, as well as the diversity of travel sellers, but we also wanted to be sure it protected the preferred vendor relationships that support an agent's bottom line," stated Kott.

Graphically embedded in each individual TripBlip is the travel agency branding and contact information, which ensures that clients maintain their tether to their agency, and also allows clients to send TripBlip to their friends, who will also now be connected with the same travel agency.

“I think TripBlip is a great concept. It lets my customer control when they get a message from me. It gives them control, but keeps us connected,” said Colleen Gillette, president of New Paltz Travel Center, a TravelSavers agency in New Paltz, NY. “I could never think this up on my own. What a cool tool! When Passport builds a new application, I always take a look to see how I can use it. This is great, because personally I receive several hundred emails a day. I am just so tired of it, and I know my clients are too. Now they can control what they are interested in and when they see a new offer from TripBlip they know they received it from me!”

Over the past five years, Passport Online has seen a spike in consumer shopping sessions on travel agency websites. In fact, according to user statistics from Passport’s thousands of travel agent websites, consumer views of offers on travel agency websites have risen by six million in just the last five years. With more than 7.2 million offers viewed on Passport generated websites in 2007, that number is expected to continue to rise in double digits each year. Increasingly, consumers are shopping their agent’s sites, but still calling or coming in to book, desiring that personal connection to their trusted travel professional. With TripBlip, the consumer starts the shopping process through their agency website, knowing their agent will deliver them a unique combination of the best personalized travel offers available, with the great service of their travel professional.

“Internet shopping can be frustrating and confusing. One search can result in thousands of unrelated offers or untested products. With TripBlip, the travel agent can provide their customers the confidence of only reputable suppliers, 100% match vacation offers, and the agent’s expertise,” said Kott. “It allows for Internet searching but removes the doubt and wasted time.” TripBlip is the new, easy way for travel agency consumers to find the right deal for the right vacation - delivered by their agent and found by TripBlip.

“On a scale of 1 to 10 in importance for our business, Passport’s products are probably at least a nine. They are integral to our business, and TripBlip is no exception. We have 19 different web addresses, all powered by NexCite or by content from VacationPort. With this suite of products, we can really compete,” said Dennis Miller, CEO & Director of Operations for DJM Travel & Cruise, Inc., a Vacation.com agency in Batavia, IL and a TripBlip beta tester. “Products like TripBlip place agencies of our size into the higher category bracket. It makes us more competitive. Today, we can compete with the bigger guys, but we need good management, great marketing like TripBlip, and a strong understanding of our industry.”

Miller has already converted TripBlip messages that landed on his customers’ desktops into bookings. Some have been all electronic, through his online booking engine; some have been in follow up conversation with his customers, spurred by a TripBlip message. “Our customers that are using it like the fact that they don’ have to be receiving the email from us. They can control the promotions and have it delivered directly to them and then simply let us know what they like!”

**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.

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