

PRESS RELEASE - FOR IMMEDIATE MEDIA ATTENTION



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VACATION.COM LAUNCHES PERSONALIZED CONSUMER URLs

Innovative campaign—launched in cooperation with Globus and Passport Online—creates a unique email and landing page for every consumer email.

ALEXANDRIA, VA (May 4, 2009) – Vacation.com®, North America’s leading travel services marketing organization, will take travel agency marketing to a new level of innovation this week when it launches Personalized URL addresses, known as PURLs, to generate a custom-made email and landing page for every consumer recipient.

Created in partnership with the Globus family of brands and Passport Online Inc., the PURL campaign is the latest enhancement to Vacation.com’s award-winning direct marketing program, Engagement, which also employs sophisticated segmentation and discretionary income analysis.

“Personalized URLs are the next step to achieving a pure, one-to-one marketing dialogue with the customer,” said Stephen McGillivray, Vacation.com’s vice president of Marketing & Public Relations. “I would like to recognize Globus and Passport for stepping up to try new marketing strategies and for making this ground-breaking idea a reality. Our plan is to run multiple campaigns over the year with various suppliers using PURLs.”

Vacation.com chose this new marketing approach to produce an even stronger response from customers. PURL emails are expected to elicit a click-through rate 300-500% higher than typical promotional emails.

“Vacation.com’s pursuit of marketing excellence is unparalleled,” said Steve Born, vice president of Marketing at Globus. “After participating in many successful Engagement promotions in the past, we were more than happy to be a part of this initial PURL campaign.”

Clients of Vacation.com members who have opted into the current Globus promotion will receive an email personalized with a link to their own individual URL, such as

www.JohnDoe.TheYouTrip.com. When the consumer clicks on this link, they will be taken to a Passport Online-hosted Web page with details on a Globus North American family vacation. This page is further personalized with the family's information, a note from the Vacation.com member agency reiterating the great value of the offer and an individualized coupon valid only with the member agency.

“I’ve seen a fair share of diverse tactics used to get that all-important click-through,” added Greg Kott, president & CEO of Passport Online Inc., a leading provider of e-commerce solutions. “These PURL sites—created by a true collaborative effort—speak to the client in a whole new way. I expect them to generate a very positive response.”

Vacation.com members can visit AgentNet to opt-in to future Engagement promotions. All other agents should visit www.JoinVacation.com or call (703) 740-4317 for more information on all the benefits Vacation.com offers.

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 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.

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