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Vacation.com[®] Teams with Trams and Announces Engagement Select

Award-winning Engagement program now takes customer targeting to a “whole new level” by analyzing past purchasing behavior.

Alexandria, Va. -February __, 2010 (4:30 p.m. MDT) – Vacation.com[®] and *Trams*, a Sabre Travel Network(R) solution, have taken a giant leap forward to improve Engagement, Vacation.com’s award-winning consumer direct mail and email program, by tunneling deeper into customer targeting analyses to determine an individual’s buying behavior, resulting in a new premium member service called Engagement Select.

“Knowing your target audience is vital to marketing success,” said Stephen McGillivray, Vacation.com’s vice president of Marketing and Public Relations. “Beforehand, we had access to demographic and psychographic information, which made our targeted promotions very successful. But now we are able to analyze consumer buying behavior—the most predictive variable in determining future purchasing decisions. This information will take Engagement to a whole new level.” Through its proprietary software, *Trams* will host synchronized copies of Vacation.com members’ ClientBase databases. By taking advantage of calibrated synching with its members who use Trams ClientBase, Vacation.com can obtain highly-detailed client information, including price points, recency and frequency of past leisure travel purchases. Vacation.com will take this information and the individually collected personal travel preferences of clients to fuel Engagement Select, a new, premium level of direct marketing that allows members agencies to target clients with greater accuracy and timing.

Trams is a leading provider of back-office and customer relationship management (CRM) solutions for travel agencies. “Combining our technology with the marketing promotions offered to the number of agencies participating in the Engagement Program of Vacation.com is very exciting for us,” said Sharon Meyer, chief

operating officer of *Trams*. Our Vacation.com subscribers are ecstatic that they will be able to use the power of ClientBase and our *Trams* related marketing services technology to maximize their marketing efforts.”

“This is pinnacle of customized and personalized sophisticated marketing” added McGillivray. “Vacation.com will manage the lists on our members’ behalf, send promotions with more relevant messaging to clients, provide more effective follow-up data to close the sale and create attractive share shift offers customized to their agencies—all at no additional cost.”

This latest addition to the Engagement program—a Gold Medal winner in the 2009 Magellan Awards from *Travel Weekly*—completes a year of program enhancements that included the introduction of client labels and email performance reports, innovative use of Digital Variable Printing and personalized URLs (PURLs), and the opportunity for each agency to acquire new customers from a rich database of travel-interested consumer prospects for free.

Available to all member agencies at no cost, Engagement turns exclusive offers from Preferred Suppliers into professionally-designed consumer direct mail and email promotions with the member agency as the sole call to action.

Enrollment for Engagement Select is now available for eligible Vacation.com members by contacting Membership Services at 800-843-0733. All other agents should visit www.JoinVacation.com for more information on all the valuable benefits Vacation.com offers.

About 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.

About Trams, Inc.

For more than 20 years, Trams, Inc has assisted travel agencies in their efforts to grow revenue, optimize customer management, and streamline processes. More than 30,000 agents in over 11,000 locations currently use Trams' Product Solutions; which provide the leading back office system, Trams Back Office, the leading agency customer relationship management (CRM) product, ClientBase, as well as unique agency marketing services through ClientBase Marketing Services (CBMS). For more information, please visit <http://www.trams.com> or contact Trams, Inc. at 310-641-8726 or Marketing@trams.com.