



FOR IMMEDIATE RELEASE
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VAX VacationAccess Launches Adventure Online Booking Platform **The industry's largest marketplace for shopping and booking adventure vacations**

MILWAUKEE, WI – October 22, 2008 – Bob LaCroix, President and CEO of VAX VacationAccess, announced that VAX VacationAccess has officially launched their new Adventure online booking platform for travel professionals—VAX VacationAccess Adventure.

VAX VacationAccess Adventure brings together more than 1,500 adventure travel operators on one platform where travel professionals can quickly search and book more than 100,000 adventure trips.

“Travel professionals are experts at reinventing themselves and finding new opportunities to grow their profits. VAX VacationAccess Adventure brings the growing adventure segment to them in a platform that makes it easy for them to shop and book adventure vacations,” said LaCroix. “VAX VacationAccess Adventure gives travel professionals another valuable tool to help them stay ahead of the changing leisure travel market and grow their business.”

With VAX VacationAccess Adventure, trips that would have taken days in the past to research are now accessible within seconds. Sophisticated search capabilities make it easy for travel professionals to search by any combination of destination, experience/activity, price, and/or travel dates. They can pinpoint the perfect trip from a gallery of relevant travel selections from multiple companies, complete with photos and detailed trip itineraries. Special marketing tools allow agents to email itineraries and professional proposals to customers or save the itineraries for future reference. Travel professionals can also request a custom FIT that will be forwarded to three operators who will respond with custom quotes within 72 hours.

VAX VacationAccess Adventure guarantees 10% commission on all trips. Agency preferred commissions for specific operators are honored. Adding professional fees is seamless with the *Set Commission* feature that allows travel professionals to increase the amount of their commission without adding a separate line item to the final reservation.

Now through December 31, 2008, travel professionals that can take advantage of a special introductory offer and receive 15% commission on all bookings. The commissions will automatically be applied during this introductory offer.

Trip prices on VAX VacationAccess Adventure are guaranteed to not exceed the prices consumers will receive if they purchase the trip directly from the adventure operator, giving travel professionals a competitive edge on their expertise and ability to find unique vacations for their customers.

VAX VacationAccess is used by more than 70,000 travel professionals to research and book complex, custom vacation packages or individual components for their clients. The powerful booking engines for vacation packages, hotels, cruise vacations, air consolidator, and now adventure bring together a vast selection of industry-leading tour operators and suppliers in one place. Rich destination content and hundreds of timesaving reservation management, sales, and marketing tools allow agents to succeed in today's competitive leisure travel industry.

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VAX VacationAccess® Worldwide is the largest leisure travel distribution company that brings together leisure travel professionals and travel suppliers in one marketplace. Powerful booking engines for vacation packages, adventure vacations, hotels, air consolidator, and cruise vacations give travel professionals the flexibility to easily research and sell custom vacations. Rich destination content and hundreds of timesaving reservation management, sales, and marketing tools allow travel professionals to succeed in today's competitive leisure travel industry. For more information about VAX VacationAccess®, go to www.vaxvacationaccess.com. To learn more about VAX VacationAccess Adventure, go to www.vaxvacationaccess.com/big.