

Contac's eConcierge Program Gains Momentum with Brewster Vacations Canada

July 31, 2009

Vancouver, Canada — Contac Services Inc., Canada's largest [direct marketing](#), print and fulfillment company has added Brewster Vacations Canada to its growing list of eConcierge™ clients. eConcierge is an interactive online service that offers travelers added value by integrating all aspects of their vacation package into one centralized location.

Any time a quote is requested via Brewster Vacations, eConcierge generates a [personalized website](#) (PURL™) containing information that is customized to the traveler's needs and itinerary, giving them an opportunity to review their trip details prior to completing their booking.

Once the booking is confirmed, the traveler's PURL is updated and a personalized resource booklet is generated and mailed to the traveler. Through the PURL and booklet, travelers are then able to review the details of their itinerary, including flight and hotel information, book tickets for an event, rent a car, purchase travel insurance, make restaurant reservations and shop for merchandise.

"Our vacations are crafted from a belief that a travel experience should be as unique as each individual traveler," says Jim Fraser, Vice-President of Marketing & Planning, Brewster Inc. "The eConcierge platform allows Brewster Vacations to deliver a personalized experience to each of our guests from the moment they begin to make their travel arrangements."

Travelers can also forward their PURL to friends and family, upload photos, create personalized photo albums and share details of their trip on Facebook.

"eConcierge is proving to be a huge success for Contac and for each of the organizations with whom we've partnered so far," says Riaz Pisani, Contac's President and CEO. "By giving travelers all the tools they need to customize their vacation and make it a trip of a lifetime, we are taking service to the next level and creating repeat customers for each of our partners."

About Contac Services Inc.

Contac is Canada's largest direct marketing, [print and fulfillment company](#) specializing in personalized 1to1 communications that build brand and customer loyalty. Originally founded in 1978 as a third party logistics company for the travel industry, Contac expanded its services to become the only single-source solution in North America to seamlessly create, produce and deliver personalized 1to1 marketing. Today the company provides the highest quality production, lowest cost and fastest distribution of marketing collateral to major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto and Montreal, and regional locations in Miami, Europe and Asia. For more information, visit www.contacservices.com.

About Brewster, Inc.

Brewster Inc. has set a high standard of excellence for travelling in Western Canada and the Canadian Rockies for 117 years. As a leader in the Canadian tourism industry, Brewster provides an integrated system through multiple businesses to ultimately deliver outstanding travel experiences to its one million annual guests. Brewster's operating divisions include three must-see attractions (Banff Gondola, Minnewanka Lake Cruise, Columbia Icefield Glacier Experience) two hotels (Mount Royal Hotel and Glacier View Inn) independent and group package tour operations (Brewster Vacations Canada) and a motor coach fleet with award-winning driver guides (Brewster Motorcoach Charter Services, Airport & Resort Shuttle and Sightseeing Excursions).

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