

Transat Distribution Canada Latest Industry Leader to Enhance Guest Experience with Contac's eConcierge™ Program

January 21, 2010

Vancouver, Canada — Contac is pleased to announce the launch of its eConcierge™ platform with Transat Distribution Canada. Beginning in January, each Marlin Travel guest will receive a dynamically generated personalized website, or PURL, tailored to their specific trip itinerary.

Accessible online or as a simple desktop shortcut, the eConcierge platform is a complete and engaging vacation resource for Marlin Travel guests. In addition to providing essential flight and destination information, virtual tours, weather and flight status updates, eConcierge offers the convenience of booking tours and entertainment, travel insurance, car rentals and restaurant reservations online. Guests can purchase Lonely Planet guide books and the latest travel gear prior to departure, while additional applications allow guests to create and print customized photo books once they return home. eConcierge is fully integrated with social networking sites such as Facebook, allowing travellers to share their uploaded holiday photos and itinerary details with family and friends.

"The PURL will permit us to expand our presence and experience with our customers from the moment they prepare to travel to the moment they return," says Peter Ouellette, Vice President of Marketing for Transat Distribution Canada. "From a business perspective, agencies will now own a larger share of the customer's travel experience and revenue opportunity by providing them with timely, travel-related services. Retailers should not only react to wholesalers but rather to the market's number one stakeholder: the customer. We have the knowledge, experience and now the technology to be the best in the retail market."

eConcierge offers an unparalleled means for travel suppliers to interact with customers, increasing referrals and diversifying revenues. Contac's goal is to support these suppliers with a complete marketing and customer retention solution that centralizes guests' travel information. The Marlin Travel eConcierge platform is initially launching with more than 80 popular vacation destinations to be followed by 100 more in early spring. 2010 will also mark the roll-out of the eConcierge platform in both English and French to other Transat Distribution Canada brands, including Club Voyages and TravelPlus.

"We are excited to launch eConcierge with Transat Distribution Canada, a valued strategic partner since our expansion in 2005," said Riaz Pisani, Contac's President and CEO. "eConcierge represents a breakthrough customer marketing initiative and loyalty program for the travel and hospitality industry, and for agents, an invaluable means to increase incremental revenue and build mutually beneficial partnerships with travel suppliers."

By integrating all relevant travel support tools into a single platform and allowing guests to access past and future trips at the same time, eConcierge enables Marlin Travel to offer guests a valuable savings of time and money, as well as a more enjoyable post-booking experience.

About Contac

Originally founded in 1978 as a third party logistics company for the travel industry, Contac expanded its services to become a single-source solution providing the highest quality production, lowest cost and fastest distribution of marketing for major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto, Montreal, and London, and a regional location in Miami. For more information, visit www.ContacServices.com.

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