

## Sears Travel Adopts Contac's eConcierge™ Program to Enhance Guest Experience

August 19th, 2009

**Vancouver, Canada** — Contac Services Inc., Canada's largest direct marketing print and fulfillment company, is pleased to announce the addition of Sears Travel to its growing list of prominent eConcierge™ clients. eConcierge, a revolutionary platform that offers guests added convenience, connectivity and information about every aspect of their vacation packages, was initially launched in March 2009 with WestJet Vacations.

For each guest that books a vacation package with Sears Travel, eConcierge generates a personalized website (PURL™) and resource booklet containing information that is customized to the guest's needs and itinerary.

Through the PURLs, not only are guests given the ability to review the details of their itinerary, including flight and hotel information, but they can also quickly and securely rent a car, shop for merchandise and reserve tickets for events taking place in the city to which they are traveling.

"It is becoming increasingly difficult for service providers to differentiate themselves in such a competitive environment," says Riaz Pisani, Contac President and CEO. "But with eConcierge, organizations such as Sears Travel are able to take their service offering to the next level and reach out to their customers in a personalized and relevant way."

"Sears Travel is known for its commitment to customer service and now, with this partnership, we're bringing together our industry leadership with Contac's world-class technology and infrastructure to offer our customers a level of service we never thought imaginable," said Jeffrey Jackson, Vice-President, Sears Travel.

Travelers can forward their PURL to friends and family, upload photos, create personalized photo albums and share details of their vacation on social networks such as Facebook.

"The next step is to integrate eConcierge with Sears Travel's rewards program where guests would then be able to book activities and accessories from their customized PURL with their Sears Travel reward points," adds Pisani. "Our goal is simple: we want to give every Sears Travel guest the opportunity to create the trip of a lifetime. By integrating everything they need into one centralized location in eConcierge, we are thrilled to see that this goal has become a reality."

eConcierge is launching in 25 Sears Travel destinations with more being added in the coming months.

### About Contac Services Inc.

Contac is Canada's largest direct marketing, print and fulfillment company specializing in personalized 1to1 communications that builds 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](http://www.contacservices.com).

### About Sears Travel

Sears Travel is a full-service national travel agency of Sears Canada. Sears Canada is a multi-channel retailer with a network of 198 corporate stores, 193 dealer stores, 40 home improvement showrooms, over 1,800 catalogue merchandise pick-up locations, 108 Sears Travel offices and a nationwide home maintenance, repair and installation network. The company also publishes Canada's most extensive general merchandise catalogue and offers shopping online at [www.sears.ca](http://www.sears.ca).

**Media Contacts:**

**Contac Services Inc.**

Ikkee Battle

604-688-5523

[ikkee.battle@contacservices.com](mailto:ikkee.battle@contacservices.com)

**Sears Travel**

Jeffrey Jackson

416-941-2619

[jjack26@sears.ca](mailto:jjack26@sears.ca)