

**3 October 2007**

### **Jasons Updates Full Year Profit Projections**

At the time of its annual Shareholders Meeting on 2 August 2007, Jasons Travel Media Ltd announced an expected EBITDA increase of at least 30% in 2007/08 over last year, to \$2.3m. Trading has continued satisfactorily in 2007/2008.

Taking into account the respective contributions from the recent acquisitions of Strait Solutions (9 months), Whyte Waters Distribution and Visitor Guide publications (9 months) and Today Tonight (7 months) for the full year, we now expect to announce an EBITDA some 45% ahead of last year at around \$2.6m. We expect the full benefit of the recent acquisitions to be realised in 2008/09.

Our best estimate for our September half year EBITDA, which we expect to announce in early December, is \$2.3m. This will be substantially ahead of last year, but it is not comparable because we have had a change in timing in regards to our print publications which will account for much of the variance.

At March 2007 our term debt was \$2.6m. Based on our current cash flow projections and the anticipated injection from this equity raising we expect term debt at March 2008 to be between \$2.9 and \$3.3m.

The Directors are satisfied with the current results and the outlook into 2008/09.

The Company is proceeding with the previously-announced one for six rights issue at 70 cents per new share. It is proposed the books will close on Friday, October 19<sup>th</sup> 2007 for entitlements. Rights will start trading on Tuesday, October 23<sup>rd</sup> 2007. The issue will close on Thursday, November 22<sup>nd</sup> 2007. Shareholders will receive a prospectus in regards to the rights issue on or about Wednesday, October 31<sup>st</sup> 2007.

ENDS

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