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Jasons Announces Two Acquisitions
Purchases will Strengthen On-line, Activities, and Distribution Offerings

Jasons Travel Media has signed conditional agreements with two New Zealand tourism marketing operators to purchase assets aligned to Jasons existing businesses.

The company is to purchase the on-line accommodation booking businesses of Strait Solutions Limited, which includes the websites www.holidayguide.co.nz; www.dutymotel.co.nz, www.roomsearch.co.nz, and www.booknow.co.nz.

“These websites together have one of the largest lists of accommodation properties supplying room availability and collecting on-line bookings in New Zealand”, said Jasons CEO Steven Joyce. “The purchase is a natural fit with Jasons, which operates one of the largest travel websites in New Zealand, but hasn’t until now provided online availability”.

“We have been conscious of the need to provide that functionality for some time, and have explored acquisition options and the option of developing our own system,” he said. “The beauty of getting together with Holiday Guide and Duty Motel, is that it will allow accommodation properties to develop a presence on all the related brands while only updating their information once”, he said.

“The other key thing to note is that Holiday Guide and Jasons operate a commission-free advertising-based revenue model, he said. “We think that option is an important one for tourism operators, who are bombarded with a whole bunch of websites now wanting to take 10, 12 or even 15% of their booking revenue. We want to stand alongside the operator and present them in the marketplace for agreed transparent fixed fees. That’s the history of Jasons, and we plan to continue working for the industry in that way”.

The second acquisition is the purchase of Whyte Waters Groups Brochure Distribution business in Queenstown, and two of their print publications, Queenstown Visitor Guide, and Queenstown Dining Guide. “We have sought to enlarge our involvement in the South Island, and in the activities area, for some time”, said Mr Joyce. “We see this acquisition as an opportunity to grow significantly in the key Queenstown market”, he said.

The acquisition does not include Whyte Waters regional in-room magazine series around the country. “We did not see those as core business for Jasons”, said My Joyce, “and Whyte Waters are keen to continue with them”.

The two acquisitions together would cost less than \$1.5 million, and will be debt-funded. “These announcements today signify that Jasons is keen to take a more active role in the tourism marketing area”, said Jasons Chairman Geoff Burns. “Holiday Guide in particular will strengthen

our overall online offering considerably,” he said. “The Directors believe that both acquisitions will add value to all three of our core marketing platforms: on-line, print and print distribution.”

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Contacts:

Geoff Burns
Chairman
Jasons Travel Media
027 458 2832

Steven Joyce
Chief Executive
Jasons Travel Media
021 442 148