

**For Immediate Release 13 February 2008**

**Jasons.com Launches Commission-Free instant Bookings**

Jasons Travel Media has today launched commission-free instant online bookings on its popular Jasons.com website.

From this week, Jasons site users can book several hundred accommodation properties online without leaving the Jasons website. There are no transaction fees or commissions for travellers or the accommodation providers.

"This is a major step forward for our Jasons website, and we believe it's an important event for the New Zealand accommodation industry", says Jasons CEO, Steven Joyce. "For the first time, a major website has committed to providing online bookings completely free of transaction costs for both buyer and seller. In this time of increasing online commissions, it will be a refreshing change, particularly for the operators".

Jasons is using its new Holiday Guide booking engine, purchased in June of last year, to provide the availability information and process the bookings. "This development today fulfils the promise of that purchase, in linking the two products seamlessly together," said Mr Joyce. "From now on, all Holiday Guide members who are Jasons clients will also receive bookings and have availability placed on Jasons.com free of any additional charges."

Jasons.com travellers are able to combine the booking function with other new features on the Jasons site, like My Places and My Jasons. **My Jasons** users can now plan their travel fully on the Jasons site, keeping a history of the places they have visited and the bookings they have made. They will also be able to continue to send email enquiries to advertisers and look-up phone numbers.

"The Jasons operating model means we can be flexible in how travellers communicate with operators", said Mr Joyce.

"Unlike the commission sites, we can be relaxed if travellers prefer to pick up the phone, rather than complete an online booking.

Jasons is unique in using a pure advertising model for online travel bookings. "We believe in charging a standard annual fee for advertising, and then providing the best functionality possible for our clients to maximize their advertising results using Jasons", said Mr Joyce. "We don't hold deposits and keep the interest, we don't take commissions or booking fees. We think that will be an increasingly attractive option for operators as online transaction costs continue to rise. And of course travellers will likely get better prices, as operators don't need to factor in commissions on Jasons.com."

Mr Joyce is confident that it will be a case of one plus one equals three for Jasons and Holiday Guide. "Both Jasons.com and Holiday Guide have been growing well. The new Jasons.com website was launched in September last year, and January was a record month for traveller activity on the site. Similarly Holiday Guide had a record month in January, posting \$800,000 in accommodation bookings through its member websites. Coupling the two together will help continue that growth."

Jasons Travel Media Limited is a public company, listed on the NZAX board of the New Zealand stock exchange. It publishes the websites [www.jasons.com](http://www.jasons.com), [www.holidayguide.co.nz](http://www.holidayguide.co.nz), [www.dutymotel.co.nz](http://www.dutymotel.co.nz), [www.roomsearch.co.nz](http://www.roomsearch.co.nz) and [www.selections.co.nz](http://www.selections.co.nz); and 68 different free printed travel guides annually, covering New Zealand, Australia and the South Pacific.

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