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Whyte Waters Deal Logical Outcome of Longstanding Relationship

The acquisition of Whyte Waters Brochure distribution business and the Queenstown Visitor Guide and Dining Guide is the logical outcome of the longstanding relationship between the two companies, according to Jasons CEO Steven Joyce and Whyte Waters Group Managing Director John MacDonald.

“We’ve had a close relationship through the Visitorpoint Distribution franchise which Whyte Waters has operated for Jasons across the Southern South Island”, said Jasons CEO, Steven Joyce. “This deal is a result of the two companies having a discussion about the areas of the tourism distribution business they both wanted to focus on.”

For Jasons the goal was to extend their direct involvement with Queenstown particularly and activities operators more generally. “While we have a strong business in tourism distribution and marketing across New Zealand, we felt that there were opportunities to do more in the central and southern South Island, and this announcement is the first step towards realising that objective,” he said

For Whyte Waters it means the ability to release funds to develop their on-line activities booking system (Real Time Booking Systems) and the associated regional in-room magazines, key guides and Whyte Waters TV. “We have reviewed our business and can now focus on providing activity information and on-line booking solutions for accommodation establishments and operators,” said John MacDonald. “We see a considerable opportunity to add value for activities operators and visitors”.

As part of the purchase Jasons “brings home” their brochure distribution operations in the Southern South Island. “We are pleased to take full ownership of the Southern South Island Distribution business” said Mr Joyce. “Whyte Waters have built it up well, and it provides a quality service to the operators who distribute their brochures through it, the accommodation properties who have a great range of material for their guests, and to the travellers themselves.”

“While we are comfortable continuing with the franchise model in many of the markets, we are pleased to now have direct ownership of the branches in the key areas of Auckland, Christchurch and Queenstown. Taking this step will ensure we have a strong involvement in a steadily growing business, and we will be able to continue to enhance the distribution of our own print guides as well”.

The acquisition will almost be “business as usual” for Whyte Waters clients. Whyte Waters Distribution Manager Grant Aitken is staying with the distribution business under the new Jasons ownership. “I see the distribution as an unfinished project” he said. “I look forward to working with

Clive (Jimmieson – Jasons Distribution Manager) and Steven to continue developing the distribution plan, including up into the MacKenzie country.”

The only difference clients will notice is that commencing from July 1 the Jasons sales team will call on them for the Queenstown Visitor Guide and Queenstown Dining Guide; while the Whyte Waters sales team will continue to market the in-room magazines, Key Guides, and Whyte Waters TV products which Whyte Waters are continuing to operate.

ENDS

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