

**For Immediate Release
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Jasons uses AGM to Launch New Tourism Marketing Initiatives

Jasons Travel Media announced two new New Zealand tourism marketing initiatives at its Annual Meeting in Auckland today.

The company is to launch commission-free online bookings for tourism activities operators for the 2008/2009 New Zealand summer season.

“We are very pleased to be able to announce this initiative, which we believe to be a first in New Zealand”, said Chief Executive Steven Joyce. “It will be the first time that travellers can book both accommodation and activities on the same major travel website.”

It will also be a first for activities operators. “It will be the first chance for operators to take bookings from a major online aggregator site that doesn’t involve commission”, said Mr Joyce. “They will be able to offer their best direct off-line prices to Jasons users, because it will not cost them any commission.”

The new booking system is due to be launched in November.

Mr Joyce also announced a re-branding and re-launch for the Jasons “Whats On” series of local visitor guides, which will incorporate the Today/Tonight publications in Christchurch and Queenstown that Jasons purchased in 2007.

“We have taken the best features of both publications and incorporated them into the new Jasons What’s On Guides”, Mr Joyce said. “By grouping them all under the Jasons brand, we are confident travellers will seek them out as an authoritative source of trusted information on the destinations they are visiting.”

At the meeting, the Company updated shareholders on progress in the 2008/09 year. Directors advised that the company is seeing moderate organic sales growth this year despite tougher economic conditions. Jasons expects to declare a six-month EBITDA 5-10% higher than last year’s \$2.5M, notwithstanding the cost effect of investing more in marketing initiatives than in the equivalent six months to September 2007.

ENDS

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