

PRESS RELEASE

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TRAVEL COUNSELLORS APPOINTS FIRST MARKETING DIRECTOR

Caroline Law has been appointed as Travel Counsellors' first Marketing Director.

Promoted from the role of Marketing Manager and reporting to Managing Director, Steve Byrne, Caroline's role is to develop the Travel Counsellors brand and oversee both internal and external marketing communications in the UK, Netherlands, Ireland, US and Germany. Caroline will handle a marketing budget of over £1million including above and below the line activity.

In 2007, Caroline has already overseen the successful launch of Travel Counsellors new TV campaign. In 2006 she developed the Contact Centre - a customer management and promotions system - along with the Travel Counsellors Magazine both online and in print, now produced three times each year and distributed to over 200,000 customers.

Caroline is responsible for the company's ongoing recruitment campaigns and plans the advertising, direct mail and web based activities. Caroline's varied role also oversees co-promotions with many of the company's supplier partners.

Law's new appointment follows a hugely successful period for Travel Counsellors, having smashed previous sales targets and exceeding over £1million sales for four days in January so far. The company is already forecasting total sales for the year ending 31 October 2007 of £210m, a £35m increase on the previous year.

Aged 34, Caroline joined Travel Counsellors in April 2002 as Marketing Manager. Since then, the marketing team has grown from one to six and is responsible for creating new marketing initiatives to support the company's 700 plus consultants. After graduation, Caroline ran her own marketing and design company before moving to a Leeds based marketing consultancy.

For more information visit www.travelcounsellors.co.uk

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About Travel Counsellors: Travel Counsellors PLC is one of the UK's largest independent travel companies with turnover at the end of its last financial year (Oct 312006) of £175 million, a 17% increase year on year. Founded in 1994 it currently has over 720 travel consultants who work from home with the support of over 120 staff at the company's head office in Bolton. In the UK Travel Counsellors places all customer money in a Trust account which guarantees a 100% refund in the event that a supplier collapses. The company also operates in Ireland, the Netherlands and the US. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003, the technology category of the 2005 CBI Growing Business Awards and was voted 2006 Travel Agent of the Year by readers of the Guardian, Observer and Guardian Unlimited.

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