



PRESS RELEASE

6 June 2007

Travel Counsellors expands into Australia

Travel Counsellors, the global market leading home-based travel company has announced its expansion into Australia. Travel Counsellors' expansion into Australia follows on from its recent announcement to open in South Africa and is the sixth launch of the concept overseas in the past two and half years. Travel Counsellors now has over 780 Travel Counsellors worldwide and also operates from Ireland, Netherlands, Germany, South Africa, the USA and the UK.

Travel Counsellors are launching the Australian business after planning the expansion for over nine months. The operation's headquarters will be based in Melbourne, with the very best full time professional home-based agents operating throughout the country using the company's award winning technology, tailored to the Australian market.

Although there are a small number of home-based travel business models in Australia, Travel Counsellors will stand out with its sole focus on empowering the very best travel professionals to operate their own business from home. Counsellors in Australia will be able to use Travel Counsellors' innovative and award winning technology to provide unique tailor-made travel and holidays for their customers and communicate with their fellow Travel Counsellors across the globe. They will be able to sell a full range of travel products from leisure and corporate suppliers, drawing on Travel Counsellors global supplier relationships and a customer driven, broad and diverse choice of suppliers in Australia.

The company are delighted and proud to have selected Peter Watson and Tim Martin as Directors of the Australian Company, both reporting to group Managing Director Steve Byrne. Peter will act as General Manager and Tim as Head of Sales. Peter and Tim both have extensive careers in the Travel Industry. Peter has worked with Jetset, ATAC, Jetset Travelworld and Concorde; whilst Tim established National World Travel in Victoria, South Australia, WA and Tasmania and then also worked with both Jetset Travelworld and Concorde. Both Peter and Tim have significant national retail experience.

"Both Tim and I were amazed when we first saw depth and sophistication of the technology, training and business development support that the company provides to its counsellors," says Peter. "But more than that, what makes Travel Counsellors so unique is the quality of the people, their level of professionalism and experience and its unique family ethos that comes from the Chairman David Speakman and is shared by the whole team. We knew straight away it would be a big success in Australia and we wanted to be part of it. Their enthusiasm and passion is infectious and we can't wait to get started."

"I am thrilled to be part of this leading worldwide organisation" says Tim "and I have no doubt that Travel Counsellors will soon be recognised as an innovative market leader in Australian travel. Becoming a home based travel consultant is a big decision, but it is the future for the professional agent, here in Australia and overseas. We saw that future when we saw the operation in the UK and we are absolutely delighted that we can now offer that to the best agents in Australia. It will be great to offer them all of the benefits and security of being part of the most experienced and leading home based travel company in the World."



Travel Counsellors hopes to recruit up to 70 home-based Travel Counsellors in Australia in its first year of business. As with its UK operation, only the most experienced agents will be recruited. Travel Counsellors will be given in-depth training on the company's extensive intranet booking system, including the company's innovative contact centre which provides a unique and comprehensive customer management solution. Travel Counsellors will learn how to use the Company's ground-breaking dynamic packaging system, Phenix, which allows them to quickly and easily search and compare different travel options for specific dates in a matter of minutes.

Commenting on the launch in Australia Managing Director Steve Byrne says; "We are the market leader globally and in building a truly international business and brand, we felt it important that we position ourselves in Australia. After researching the market for the past 12 months, we know the market conditions are right for us, but to launch successfully we needed to find the right people and we are therefore pleased to have Peter and Tim to lead the company. They provide a huge amount of experience and knowledge that will be invaluable in bringing the Travel Counsellors concept and track record to Australia and attracting the best agents to join us - as part of our vision to create a truly international community of the very best agents worldwide."

Founder and Chairman David Speakman says, "We want to build the best travel company in the world and our expansion into Australia is a very important step along the way. Our Travel Counsellors are successful because they are committed to building lasting relationships with their customers and we look forward to bringing all the tools, experience and technology that we have developed to Australia."

ENDS

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 31 2006) of £175 million (\$A440k), a 17% increase year on year. Founded in 1994 it currently has over 780 travel consultants who work from home with the support of over 150 staff at the company's head office in the UK. The company also operates in Ireland, the Netherlands, Germany, South Africa and the USA. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003-2008, 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. In 2007 the company won the Accenture Innovation Award and the Outstanding Achievement Award at the Travel Weekly Globe Awards.

For further information contact:

Victoria McClung, public relations executive

Travel Counsellors PLC, Travel House, Churchgate, Bolton BL1 1TH.

www.travelcounsellors.co.uk

Tel: 00 44 1204 536191

E-mail: victoria.mcclung@travelcounsellors.com