



PRESS RELEASE

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Travel Counsellors Expands Around the Globe

Leading independent travel agency Travel Counsellors has announced its expansion into Germany this month, making this the Company's fourth global operation outside the UK.

The award winning Company, based in Bolton, now has over 740 home-based travel consultants located throughout the UK, Ireland, Netherlands, and the USA, and has just appointed its first two German agents as it launches its Berlin based operation.

The launch in Germany comes as the independent agency boosts its US profile with the appointment of Peter Rasmussen as General Manager of its US operation. Before joining the Company Mr. Rasmussen was Senior Vice President, Sales & Marketing for Auto Europe and previously held senior posts at Budget Group Inc and The Hertz Corporation in Europe and the USA.

Travel Counsellors US profile has been strengthened further with the Company's Managing Director Steve Byrne appearing in panel discussions at both the Boston Globe and New York Times travel shows. The Company has also been listed as the largest "host agency" operating in the US based by 'Home-based Travel Agent' magazine.

Overseas sales from the Company's Irish, Dutch and US agents now account for over 10% of the business, with turnover from Ireland and Holland now totalling €35million. In March the Company's sales increased by 23% to £17.8million, compared to £14.5million for the same period last year. The Company's overall turnover has increased from its 1993 level of £510,000 to over £175 million for the financial year ended October 31 2006, with forecast sales of £210million this year.

Commenting on the Company's global expansion Mr. Byrne said; "We are thrilled to have officially launched Travel Counsellors in Germany and are confident it will be as successful as all our other operations across the globe. The building of such a dynamic international company will benefit each and every Travel Counsellor, enabling them to offer their customer the very best travel deals. Now we have established a strong infrastructure in our operating countries we can look towards further expansion. Travel Counsellors is fast becoming an international travel brand and this is a very exciting time for the Company."



The Company's core UK business is also performing well, with 22 new recruits joining in March, double the number that joined in the same month last year. Unlike conventional travel agents, the company's Personal Travel Counsellors all work from home; connected to the company's head office of over 130 staff in Bolton by award-winning technology. The Travel Counsellors all have an average 18 years of experience behind them, meaning they offer a level of knowledge that most high street agents cannot match, selling a wide range of tailor made and package holidays, flights, cruises, accommodation, group tours and car hire.

From 2003 –2008 the company was presented with the prestigious Queen's Award for Enterprise, the UK's highest business accolade. Travel Counsellors was named Travel Agent of the Year in the 2006 Guardian, Observer and Guardian Unlimited Travel Awards as voted for by readers. More recently Travel Counsellors won two awards at the Travel Weekly Globe Awards in January 2007 and were awarded the Accenture Innovation Award and the Outstanding Achievement Award, voted by travel agents and regarded as the most highly acclaimed accolades in the industry.

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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 31 2006) of £175 million, a 17% increase year on year. Founded in 1994 it currently has over 740 travel consultants who work from home with the support of over 130 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 2003-2008, 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.

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