



PRESS RELEASE

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Travel Counsellors to expand into South Africa

Travel Counsellors, the largest home-based travel company in world and the UK market leader has announced its expansion into South Africa.

Travel Counsellors are launching the South African operation of the global travel company this month, after planning the expansion for over nine months. The operation's headquarters will be based in Cape Town, with home-based agents operating throughout the country using the company's award winning technology, adapted to the South African market.

This is a relatively new concept in South Africa, with only one other home-based company in the country. However Travel Counsellors will operate its unique business model empowering the very best travel professionals from both leisure and corporate travel to look after their customers with the ongoing support and commitment that only Travel Counsellors offers. Counsellors in SA will be able to use Travel Counsellors' innovative and award winning technology to provide unique tailor-made travel solutions and will be able to sell a full range of travel products from leisure and corporate suppliers.

The company are delighted and proud to have selected William Puk as South African General Manager, reporting to group Managing Director Steve Byrne. Will was Managing Director of Sure Travel, a consortium of travel agents, for 12 years. He also served as Managing Director of Cape Town based agency, ITC Travel and held senior positions with British Caledonian Airways and British Airways.

"I was bowled over when I first saw the technology, training and business development support that the company provide to its counsellors, who are hand picked from the cream of the travel industry," says William. "What makes Travel Counsellors so unique is the level of professionalism and experience the company has to offer. This is underpinned by the best technology and an unrivalled centralised administrative support service. I am thrilled to be part of this leading worldwide organisation and I have no doubt that Travel Counsellors will soon be recognised as an innovative market leader in South African travel."

Travel Counsellors hopes to recruit up to 70 home-based Travel Counsellors in South Africa in its first year of business. As with its UK operation, only the most experienced agents will be recruited. Travel Counsellors recruits 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.

The company has over 750 travel consultants throughout the UK, Ireland, the Netherlands, Germany and the US. By becoming bigger the company will gain critical mass that will give it greater resources to invest in every aspect of its business. These investments will, in turn, benefit every Travel Counsellor.



Commenting on the launch in South Africa Managing Director Steve Byrne says; "We are delighted to launch Travel Counsellors in South Africa and we could not have anyone better than Will to lead the company. It has been part of our plans to launch in South Africa for some time - we believe the market is ideal for us and we are looking forward to offering customers, agents and suppliers a new way of doing business. We are in the early days of creating a truly international community of the very best agents worldwide. We look forward to continuing the Travel Counsellors success story in South Africa"

Travel Counsellors Founder and Chairman David Speakman says, "We want to build the best travel company in the world and our expansion into South Africa is an 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 South Africa."

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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 (R2.28bn), a 17% increase year on year. Founded in 1994 it currently has over 750 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 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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