

## PRESS RELEASE

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### Travel Counsellors completes dynamic packaging upgrade

Travel Counsellors is pleased to announce its Phenix dynamic packaging system has now completed its upgrade to the latest Microsoft technology.

The system allows Travel Counsellors' home based personal travel counsellors to sell flights and accommodation individually or as a package. Its great advantage is that it allows a wide range of products from numerous different sources to be consolidated into a simple, user friendly interface. Before Phenix, its counsellors had to search several suppliers and access many different websites to find the best choice for the customer. The new system has massively reduced search times and also means the most appropriate product can be found with just one search.

Development on Phenix started two years ago, and was first put into production in August 2005. Since then over £13million worth of flights and accommodation has been sold through the system. Hotel transfers and car hire have recently been introduced into Phenix and sales are also strong in these two areas.

Originally Phenix was developed using Visual Studio .NETv1.1, and SQL Server 2000; the latest release has been rewritten using Visual Studio 2005 and SQL Server 2005, bringing with it improved performance and a reduced development lifecycle.

IT director Paul Speakman said: "It is only 12 months since we launched Phenix and already it accounts for over a quarter of all bookings made by our Counsellors, which shows just how useful it is. Not only does it save our consultants time, but it is also good news for our customers as it means their own personal travel counsellor can search through literally hundreds of different options to tailor make exactly the right itinerary for them."

**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 312005) of £150 million, a 17% increase year on year. Founded by chairman David Speakman in 1994 it currently has over 670 travel consultants who work from home with the support of over 110 staff at the company's head office in Bolton, Greater Manchester. Along with its UK operation, Travel Counsellors also operates in Ireland, the Netherlands and the US. Travel Counsellors was the winner of the prestigious Queen's Award for Enterprise in 2003 and the winner of the technology in business category of the 2005 CBI Growing Business Awards.

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