

PRESS RELEASE

Stockholm the 11th of March 2009

Travel agency network eTRAVELi goes mobile: **Seat24, Supersaver and Flygvaruhuset launches mobile itineraries for leisure travellers.**

eTRAVELi, the biggest group of online travel agencies in the Nordics, with brands like Seat24, Supersaver and Flygvaruhuset, now launches personal itineraries direct to the mobile phone. An automatic status monitoring is also connected to the itinerary, so via SMS text message the traveller gets informed of any changes that occurs, such as delays or terminal changes. The concept is based on the Swedish company Traveas service *TravelPlanner* and is customized for eTRAVELi's different brands.

TravelPlanner automatically moves all basic information from the travellers traditional printed itinerary to the mobile phone. On top of that even more information is added, such as real time status of the flight, weather to the destination, maps to the hotel as well as car rental booking information. That way the traveller always gets access to all relevant information about the journey, directly in the mobile phone and at the same time an environmental contribution is made since no more paper printing is needed. The service is of course accessible on a global level.

- *We constantly aim to deliver upon our clients needs of flexibility and service, and at the same time we continuously seek business opportunities to increase our revenue streams. By introducing the TravelPlanner we can give our customers both an added value and greater experience of their journey as well as increase our average revenue for a booking. A traditional printed paper itinerary is way to easy to loose, or just don't have with you when you really need it, for example in a taxi on your way to or from the airport. An always updated itinerary direct in the mobile phone solves many problems and situations says Johan Elwin, Director of Business Development at eTRAVELi.*
- *We are of course extremely proud of the partnership with eTRAVELi, a proven leader and innovator when it comes to leisure travels. Besides Sweden, the partnership also means that our service will be offered to leisure travellers from Norway, Denmark, Finland, Germany, Holland and Spain. Our objective is to be represented in a major part of Europe during 2009, so this partnership means a huge step towards that objective says Jack Melcher-Claësson, Co-founder at Traveas.*

For more information please contact:

Johan Elwin, Director of Business Development, eTRAVELi

Mail: johan.elwin@etraveli.com

Mobil: +46 707 67 54 42

Webb: www.etraveli.com

Jack Melcher-Claësson, Co-founder Traveas

Mail: jack@traveas.com

Mobil: +46 70 787 20 08

Webb: www.traveas.com

Traveas is first in the world to internationally seek, find and track flights directly in the mobile phone, no matter the destination or airline company. The company was founded during the autumn 2007 with head quarters in Stockholm, Sweden. Traveas services are TravelPlanner – Your personal mobile itinerary, and TravelTracker – Get all delays in your pocket. Traveas is represented by travel agencies in Sweden, Norway, Denmark, Finland, Germany, Holland and Spain.

European Travel Interactive AB (eTRAVELi) is the online travel agent with the highest market share in the Nordic countries, offering air tickets, hotel reservations and other travel related services through multiple brands. eTRAVELi represents the brands Seat24, Supersaver, Flygvaruhuset, EasyT, Marco Polo, Töölö, Gullivers, Flygcentrum and Travelfinder. eTRAVELi operates in seven countries (Norway, Sweden, Denmark, Finland, Germany, Spain and Holland) and has virtual websites in nine additional countries.