



PRESSMEDDELANDE

Stockholm den 29 april 2011

Traveas vinner stort växlingsinstitut som sponsor för Valutablocket i resemailen

Sveriges största växlingsinstitut har valt Traveas Email Composer som kommunikationskanal mot sin primära målgrupp: Resenärer som åker utomlands.

Sponsorn blir därmed, med start per omgående, avsändare för Valutablocket. Valutablocket är en given del i alla bekräftelsemail som skickas till resenärer med destination utomlands. Kampanjen sträcker sig under hela 2011, och har ett mediavärde om 230 000 kr.

Affären har förmedlats av mediabyrån AdOn.

För ytterligare information, vänligen kontakta:

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Bookings Enriched - Traveas the Movie

<http://www.youtube.com/watch?v=zyZGjLbPaQ>

Traveas – Bookings Enriched!

Traveas is a company specialized in letting Ticket sellers/re-sellers of any kind use the opportunities to make more business with their clients, after they have booked a ticket. In a nutshell: Traveas maximize sales and drive new revenue for companies in the travel- and event business. Traveas was founded in 2007, with headquarters in Stockholm and is listed at Aktietorget since 2009. Traveas services are **TravelPlanner Mobile, Email Composer and Block Composer**. Traveas services is represented by travel agencies in **Sweden, Norway, Denmark, Finland, UK, Germany, France and the Netherlands**, and is used by travellers all over the world.