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## Softvoyage Launches its Dynamic Packaging Booking Engine. Vision 2000 Travel Group is the first customer to go live.

- *Two years in the making... results in the launch of one of the most comprehensive air & hotel booking engine available*
- *Softvoyage clients can increase sales by offering more products and flexibility to customers and set their own business rules to manage compensation*
- *Technology works anywhere in the world... major U.S. expansion planned*

**March 31st, 2010** – Following two years of research and development, Canadian travel technology leader Softvoyage has launched a dynamic packaging booking engine. This new technology allows Softvoyage customers to better compete in the online travel market by providing more choices and flexibility for consumers to customize their trip

As with other Softvoyage booking engine products, the new dynamic packaging engine queries a broad range of databases simultaneously. Consumers will be able to obtain a single package price combining both air and land components.

The new booking engine uses Softvoyage's MRUN Flights technology to query: GDS systems for published fares, Softvoyage proprietary database for charter fares, Air Canada and WestJet direct connections for web fares and the offerings of several air consolidators. For hotels, the engine uses MRUN Hotels to search rates from a variety of databases including GDS systems, Hotels.com, GTAhotels.com and the land content of major Canadian tour operators. Softvoyage dynamic packaging engine boasts 75,000 hotels with privately negotiated rates, with more major bed banks being added every day.

Softvoyage continues to innovate with the engine's ability to offer a choice of airports based on proximity. Softvoyage matched every major airport in the world with its latitude and longitude coordinates, giving the engine the intelligence to offer consumers alternatives. Search results can be sorted by several variables including star rating, price, time of departure, hotel name, non-stop, one-stop and two-stop air selections.

A Control Centre provides agencies the ability to set specific business and pricing rules. This feature allows agencies to payload their site as desired. Information flows through agency back-office systems, creating a 'Super PNR.'

"All of us are really thrilled with this new product," says Dan Langevin, Softvoyage Vice-President Sales & Marketing. "We know what's gone into it and we know what it can do. There are tremendous benefits for our loyal Canadian clients, and we can take this product anywhere in the world. Softvoyage Dynamic packaging works just as well in Montreal, Vancouver, Toronto, New York, and L.A. or Frankfurt. Our first priority after getting the engine established in Canada is a major U.S. expansion."

Vision 2000 Travel Group was the first company to sign up with Softvoyage for this new technology. Brian Robertson, CEO of Vision explains, "Softvoyage has been and continues to be a very important technology supplier to the Vision 2000 family. Obviously with an online booking engine, reliability is of the utmost important. Since we began our partnership with Softvoyage, their reliability has been as close to 100% as can be expected with any technology solution."

Langevin added “Vision 2000 has been a long time customer of Softvoyage and we are very proud of the relationship we have with them. As the travel landscape evolves, we continue to make the necessary changes required in our technology solution to meet their fast moving business model and the introduction of Dynamic Packaging allows Vision 2000 to offer their clients the flexibility they are looking for.”

#### *About Softvoyage*

*Founded in 1987, SoftVoyage specializes in the development of technological solutions for tour operators, travel agencies and consolidators. Softvoyage has established itself as one of the principal software solution innovators and developers dedicated to the travel industry in North America. With offices in Montreal and Toronto and sales representatives in Europe and the US, SoftVoyage ensures the highest level of support and satisfaction for its clients.*

#### *About Vision 2000*

*Vision 2000 Travel Group Inc. is the largest Canadian-owned travel management company. A leader in travel management, Vision 2000 provides a full range of Corporate Solutions, Meetings & Events, Cruises & Vacations and World Tours travel-related services from over 30 full-service and corporate onsite locations. Vision 2000 is the Canadian shareholder agency of RADIUS - the global travel company. RADIUS is one of the largest travel management companies in the world and is well-positioned to service multinational corporate clients on a global basis. RADIUS operates from more than 3,600 locations in over 80 countries worldwide and has an annual sales turnover of USD \$20 billion.*

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