



MEDIA RELEASE

20 May, 2008

Discover Australia and TXA announce distribution alliance

In a first for Australian tourism, Kalhaven Group announced that its Discover Australia Holidays distribution channel is today the first Australian inbound wholesaler to directly access the Tourism Exchange Australia (TXA) to supplement its range of Australian tourism product.

“Clients of Discover Australia will now have access to the live inventories of the many tourism providers within TXA enhancing the quick and easy search for Australian rooms, seats and tickets within Discover Australia’s distribution system“ said Discover Australia CEO Nathan Harding.

“Our partnership with TXA as a distribution point for Australian tourism product is an example of the vision and initiative inherent in our business as we open up a new world of distribution by developing a range of non traditional online channels to sell their product.”

Liz Ward, General Manager of ATDW said “We are extremely pleased to welcome Discover Australia to the TXA family and we are very confident that they will provide another invaluable distribution option for all Australian tourism products. It reinforces the open nature of TXA and the inherent benefits it brings to our industry”.

Importantly, this initiative also shows the opportunities for inbound wholesalers to take an active role in the TXA initiative and capitalize on their relationship with their clients. TXA reinforces the role of the Inbound Wholesalers as an important part in selling Australian travel product.

V³ Managing Director Shane Crockett explained that by utilizing the Open Booking Exchange™ technology TXA has been able to lead the way in providing a neutral exchange to enhance the on line marketing of Australian tourism product.

Discover Australia wins, because they have a bigger offering for consumers; the consumer wins, because they get to see a wider range of product and the tourism providers win because they are able to reach more people.

ENDS

For more information please call Shane Crockett +61 (418) 911988, Nathan Harding on (08) 6263 6411 or Liz Ward on +61 (419) 578 200



About Discover Australia Holidays

Discover Australia Holidays is a part of Kalhaven Group, one of Australia's leading Inbound Wholesalers generating more than 100,000 tourists for Australia a year and are growing at a strong rate. Products are promoted & distributed Overseas, via Retail Travel Agents and via ultra-high traffic Websites.

About Australian Tourism Data Warehouse

ATDW is owned by all the State/Territory government tourism organisations, as well as Tourism Australia. It was established in 2001 to create a comprehensive, high quality database that is available to licensed distributors to publish on their web sites.

About Vcubed Pty Ltd (V³)

V³ provides innovative proven products and services that promote growth and efficiency in the leisure industry. One of the core products of V³ is the V3Travel System which forms part of the Open Booking Exchange™ enabling tourism businesses to sell live inventory in real time to customers through multiple internet distribution channels.