

Atlas Travel International Set to Capture Share of \$100 Billion Dollar Online Market:

BookBizTravel.com Serves 'Unmanaged' Corporate Travel with Unique Blend of Online and Offline Services

Milford, MA — June 26, 2007 —U.S. online leisure and unmanaged business travel sales in the US for 2007 is projected to be \$93.8 billion, growing to \$109.7 billion in 2008 and \$145.8 billion in 2010 according to research by the European Travel Commission. Atlas Travel International has just completed a long term analysis of the market and has developed BookBizTravel.com that is targeting corporations with annual unmanaged travel spend of under \$250,000.

Companies of all sizes benefit from using a Travel Management Company, but for many small and mid-sized businesses, implementing a dedicated online solution is cost prohibitive. BookBizTravel.com provides companies the ease of a low-cost online booking tool, with the advantages of working with a TMC such as experienced agents available 24/7, real-time reporting, flight tracking, cost containment and account reviews to maximize savings.

"BookBizTravel.com gives us another 'best-of-technology' solution that we can provide to our corporate customers," explained Cindy Sauter, vice president of sales. "The addition of BookBizTravel.com allows us to target a new segment of business travel and our sales team has already signed a number of customers that will begin using the tool today." BookBizTravel.com is a strong addition in Atlas' growing technology suite, and is contributing to their tremendous growth. For example, Atlas' total transactions increased 62.4% in 2006 over 2005.

Online Expertise Backed by Exceptional Customer Service

Atlas, already an industry leader in online adoption, actively seeks out new opportunities for its partners. Atlas has the benefit of one of the highest online adoption rates in the industry---more than 35% of all transactions, and many customers with online adoption rates of nearly 90%. Customers that book online enjoy lower transaction fees that are one-third the cost of agent fees and the convenience of booking travel themselves. The most challenging hurdle for many small companies has been the setup fees associated with online booking tools. "BookBizTravel.com gives customers with a smaller travel program the same luxuries that many of our largest customers have enjoyed," said Elaine Osgood, president. "We have had great success in selling managed online solutions, and BookBizTravel.com allows us to work with smaller companies that want consolidated data, account management and the expertise of agents if they get stuck or run out of time. Atlas has lowered the bar on costs, but raised the bar on service for the business traveler."

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About Atlas

Celebrating more than 20 years in business, Atlas Travel International is one of the largest travel management companies in the United States serving more than 500 corporate customers. Honored as a leading business in New England and a leader in the travel industry, founder Elaine Osgood was the 2006 New England Ernst & Young Entrepreneur of the Year. Additionally, the company provides meeting and incentive services as well as luxury vacation planning. For more information about Atlas, please visit www.AtlasTravel.com.

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For more information on Atlas or BookBizTravel.com:

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