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Internet and Publishing Executive Joins Tripz.com as CEO

WINSTON-SALEM, N.C.—Tripz.com, fresh off its successful beta launch last month, has named Peter T. Nicas as chief executive officer.

“Peter brings outstanding energy, ideas and credentials to Tripz.com, in addition to extensive knowledge in both the publishing and Internet worlds,” said George Hundley, CEO of Northstar Travel Media.

Prior to joining Tripz.com, Nicas was vice president of strategy and business development with Silicon Valley Web-conferencing start-up Placeware. The company was purchased by Microsoft in 2003 and renamed Microsoft Office Live Meeting. Previously, Nicas was executive vice president of strategy and business development at Flycast Communications, an Internet advertising network start-up that went public in 1999. He entered the publishing realm initially with Communications/Today and later was a publisher with Reed-Elsevier.

“I am excited about helping to create the ultimate travel guide to the world,” said Nicas. “We intend to provide consumers with the most robust travel information available anywhere, the kind of information previously available only to industry professionals.

“We also plan to offer a dynamic new marketplace for travel providers to reach travel consumers, as well as a unique online space for travel professionals to showcase their expertise. It’s an exciting win-win proposition for both consumers and the travel industry.” Peter Nicas works on Tripz.com from his office in Atlanta, Georgia.

Tripz.com is a joint venture between Northstar Travel Media, the world’s largest business-to business travel publisher and one of the industry’s most respected news and information sources, and Alliance Reservation Network, a leading meta-search-engine technology provider that allows consumers to shop multiple sites with real-time rates and availability.

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