

LIBERTY TRAVEL NAMED TRAVELZOO AWARD FINALIST

Liberty Travel has been named an award finalist in the category of "Best Overall Provider of Vacation Package Deals to Warm Weather Destinations" at the 2009 Travelzoo Awards.

Travelzoo, a global media internet company, is the internet's largest publisher of travel deals. Currently, more than 1,000 of the world's leading travel companies list their best deals with Travelzoo. The Travelzoo Awards, also known as the Tzoos, recognize those companies that were behind the year's best deals in travel in 23 categories.

Finalists in all categories were chosen by Travelzoo's deal experts, who worked to research more than 80,000 travel deals in 2008. Deals were rated on a five-point scale that evaluated each in terms of reliability, appeal, competitiveness, consistency and quality. User ratings were also taken into consideration.

"A lot of hard work went into 2008, and it feels great to be recognized for that hard work by Travelzoo, a company that puts travel deals to the test with this really great, really rigorous evaluation process," said Billy McDonough, President of Liberty Travel.

Founded in 1951, Liberty Travel is credited with pioneering the vacation package, and throughout the 1950s played a pivotal role in the popularization of warm weather destinations like Florida, the Caribbean and Hawaii.

Today Liberty Travel provides travel packages to destinations as diverse as Australia, the Middle East and China. Still, sun-and-fun destinations like Punta Cana, Montego Bay and Cancun remain top sellers, making Liberty a natural fit in the category of "Best Overall Provider of Vacation Package Deals to Warm Weather Destinations."

Finalists will be recognized and winners will be announced at the Third Annual Travelzoo Awards, taking place on Wednesday, April 1, 2009 at the Georgia Aquarium, Atlanta. The ceremony will coincide with the U.S. Travel Association's TravelCom '09 (March 31-April 2), an event expected to attract over 700 travel industry professionals.

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March 4, 2009