

LIBERTY TRAVEL UNVEILS NEW LOOK, NEW LOCATIONS AND NEW ONLINE FEATURES

Liberty Travel, one of the US's largest bricks-and-mortar travel agencies, has entered the 2010 summer travel season riding a wave of new features including a new brand logo, new stores, a new look for libertytravel.com, and a new weekly email newsletter.

The most apparent new feature is Liberty Travel's logo, which enjoyed a redesign and the addition of the tagline, "America's Vacation Experts," an appropriate label for a travel agency that boasts 59 years of vacation-planning experience (the first Liberty Travel opened in 1951 and has been a mainstay of the US leisure travel market ever since).

Last month, Liberty Travel opened a brand new store location in New York City's Greenwich Village. This past week, another new store opened in Sicklerville, NJ, located on Berlin-Cross Keys Road (a major shopping area in the New Jersey suburbs outside Philadelphia). Within the coming weeks, yet another new store will open in Syracuse, NY at the Carousel Center Mall. Several additional new store locations are already scheduled to open later in the year.

"The new stores are something we are especially proud of. They are a true measure of everyone's success and hard work," said Billy McDonough, President of Liberty Travel. "To bring your business to the point where you need to expand to meet the needs of your customers, that takes effort, energy and a willingness to go the extra mile by every single employee. We're lucky to have employees willing to take it to that level."

In addition to expanding into new communities, Liberty Travel has been expanding in the virtual world. LibertyTravel.com recently debuted a new look and several new features, including an improved way for travelers to shop for vacations by travel interests such as Golf & Spa, Adults-Only, Family, Luxury, Honeymoons and several others. This is only the first of several phases of additions to the website that will be unveiled in 2010.

Liberty Travel has also embraced social media websites including Facebook, Twitter and Youtube to connect with customers, share travel deals, and spread the word about giveaways, contests and new promotions. Finding Liberty Travel's profiles on Facebook, Twitter and Youtube is easy -- links to all three are available at LibertyTravel.com.

Also easy to find on LibertyTravel.com is the signup for Liberty Travel's weekly emails, which have also gotten a new look. In addition to delivering news and updates on Liberty Travel's current promotions, the email newsletter now includes Weekly Top Deals, a list of 20 not-to-be-missed vacation packages, cruises, escorted tours and flights.

To book your next trip, contact a Liberty Travel Vacation Expert at 1.877.LIBERTY or by visiting libertytravel.com.

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