

IXEO Launches Shopping Trolley Connection for GDS

Unique new feature to bring Online Travel Booking and traditional Travel Agencies closer together

Zurich, Switzerland - September 22, 2005 - IXEO Interactive Travel SA, the global gateway for tourism, today announced the new import functionality for bookings generated by travel agents on the company's website www.ixeo.com to the agency's preferred GDS-system in leisure mode. With this innovative feature, IXEO is bringing the best of both worlds together – the rich content and intuitive search capabilities of the travel components available online with the established mid- and back-office systems and workflows of the traditional systems travel agencies are using today worldwide. During the online search and booking process, the travel components are placed in a virtual shopping trolley. These can be either saved, e-mailed or printed for communicating with the customer and for completing the booking at any given time.

“Travel agencies today are often disadvantaged by not having full access to online booking offers. With this move, we are trying to close a gap that has been around for too long already.” says Graham S. Leslie, President and CEO of the company. “IXEO strives to deliver innovative features for the tourism industry to help employees perform more professionally and efficiently in a shorter period of time with access to the largest live travel content in the world.”

Travel agencies looking to save time in pulling an individual and flexible trip together for their customers will find the interactive maps and the motive-driven filtering on www.ixeo.com very helpful. After the booking for their customer is completed, a prompter let's the agent choose to which GDS the booking information shall be transferred: Merlin, Amadeus, Worldspan or Galileo. By entering the travel plan



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IXEO Press Release

number into the GDS, the complete itinerary and the customer data is retrieved in the GDS connection selected and the agent can proceed as if the booking was generated through the GDS directly.

Travel agencies that would like to obtain an agency login for www.ixeo.com are kindly requested to visit the company's agency infopages at www.ix-agent.com and complete the agency questionnaire.

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About IXEO

IXEO Interactive Travel SA is a registered corporation with head offices in Kuesnacht-Zurich, Switzerland, and a wholly owned subsidiary of ICON.NET SA the privately held tourism & hospitality corporation based in Zug, Switzerland. The IXEO objective is to provide the global market with the largest live tourism product in the world including all hotels, resorts, lodges, camps and all transport and ground suppliers with online ticketing for special events and ground services. IXEO is the only company providing a complete gateway integrating both the hospitality and travel industry.

IXEO is headed by Graham Leslie, President and founder, who is a marketing & distribution expert in hospitality and tourism. Before creating IXEO, he acted as Chief Executive Officer of Serena Hotels, the hotel & safari lodge brand, and as Chairman of Tourism Promotion Services, which is a subsidiary of the Aga Khan Fund for Economic Development. Previous positions include the role of Senior Vice President of Kempinski Hotels & Resorts and Dusit Hotels & Resorts, and senior executive positions at Exclusive Hotels of the World, Conrad Hotels, Hilton Hotels Corporation and Hilton International.

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