

Date: August 26th, 2010
On behalf of: Travelzest plc ('Travelzest' or 'the Group')

Travelzest plc

- **itravel2000, the Mexican tourism board and Corona want to give one lucky Canadian travel to Mexico for life**

One lucky Canadian has the opportunity to win travel for life to Mexico.

(Toronto – Ontario) [itravel2000](#) (part of the [Travelzest](#) group – AIM:TVZ), the Mexico Tourism Board and Corona have launched a national campaign encouraging Canadians to share their love of Mexico in a bid to win an annual trip for two for the next 25 years to multiple destinations throughout Mexico.

How contestants can enter:

To qualify contestants simply have to submit a photo of themselves from a past trip to Mexico onto the [itravel2000](#) website. Even if you don't have a picture of yourself Mexico the competition accepts created entries.

Pictures will be approved and posted on [itravel2000's](#) website where consumers will be invited to vote for their favourite photograph.

There are many ways to win and enter. Contestants can also enter an additional draw if, besides submitting the picture, they book a vacation package to Mexico with [itravel2000](#) between August 18th and October 13th.

Double your winning chances and include the Corona logo this will enable contestants to enter an additional draw for a trip for two to Puerto Vallarta, Mexico. Lastly, consumers who participate by voting for pictures will qualify for a chance to win a \$1,000 gift card for travel from [itravel2000](#).

For contest terms and conditions see <http://www.itravel2000.com/wintravelforlife>

Commenting on the competition Brad Miron, Vice President of Business Development at [itravel2000](#), said:

"This is not only a great opportunity for our valued customers to participate in one of the biggest promotions about Mexico in Canada, but it also provides [itravel2000](#) and the Mexico Tourism Board a database of consumers interested in Mexico that will allow us to send personalized deals, incentives and information about Mexico"

Guillermo Eguiarte, Mexico Tourism Board Toronto office Director, added:

"Last year 1.2 million Canadians went to Mexico because they love the country. We look forward to receiving many pictures of Canadians visiting the world-class resorts in the Pacific and Caribbean or the unique UNESCO World Heritage cities in the interior. Mexico offers countless exceptional experiences

which have seen Canadian travelers returning to the country time and time again. This campaign also supports Mexico's new institutional campaign called '[Mexico, the place you thought you knew](#)'."

Jonathan Carroll, CEO of the Travelzest Group, commented:

"This type of competition raises awareness of one of the world's most exciting and diverse countries and encourages people to look at it as a primary holiday destination. We at Travelzest are keen to open people to new travel experiences across the world through our recognised brands."

Enquiries

Travelzest plc

Jack Fraser

+44 0844 335 6623

lorag@travelzestplc.com

Ittravel2000

Brad Miron

+1-905-238-2299

lorag@travelzestplc.com

Redleaf Communications

Rebecca Sanders-Hewett / Anna Dunkin / Lucy Salaman

+44 020 7566 6700

travelzest@redleafpr.com

About ittravel2000

ittravel2000.com a leading travel retailer in Canada was a pioneer of online travel and has over 100 travel agents. ittravel2000 provides customers more travel options than any other Canadian travel retailer through a full product suite for vacation packages, cruises, airline tickets, hotel rooms, and rental cars. To see how we're fighting to save you money, visit www.ittravel2000.com.

About Travelzest

Travelzest plc (LSE:TVZ.L) is a dynamic travel group, with a collection of online travel retailers and specialized tour operators, with operations in over 5 countries in Europe and North America. Included in the Travelzest family are holiday.co.uk, flight.co.uk, travelzest.com, ittravel2000.com, [The Cruise Professionals](#), [Best of Morocco VFB Holidays](#), [Peng Travel](#), [Faraway Holidays](#), [The Malaysia Experience](#), [Tapestry Collection](#), [The Wow House](#), [Captivating Cuba](#), [JMB Travel](#), and [Fair's Fare](#). Travelzest is traded on London's AIM Exchange under the symbol TVZ.

About Mexico Tourism Board

The Mexico Tourism Board (MTB) brings together the resources of federal and state governments, municipalities and private companies to promote Mexico's tourism attractions and destinations internationally. Created in 1999, the MTB functions as an executive agency of Mexico's Tourism Secretariat, with autonomous management and the broad participation of the private sector. The MTB has offices throughout North America, Europe, Asia and Latin America.