

Date: 06 October 2010
On behalf of: Travelzest plc ('Travelzest' or 'the Group')
For immediate release

Travelzest plc (LSE:TVZ.L)

- **itravel2000, a Travelzest Company, in partnership with Itibiti Systems Inc. launch the next generation of integrated social media applications**

Providing travellers with the ability to make free phone calls from a laptop is just one of the many features of the newly launched itravel-explorer®, a desktop travel app from [itravel2000](http://itravel2000.com). Designed in partnership by itravel2000 and Itibiti Systems Inc., a wholly owned division of Intertainment Media Inc (TSXV:INT), the 'explorer' is the travel industry's first fully-integrated social media, booking, entertainment and communications app for the desktop.

FREE to download & use, the itravel-explorer® gives consumers instant access to an exclusive mix of services, content, promotions and communications. Users can browse & book up-to-the-minute guaranteed best deals, talk for FREE with friends and family across North America courtesy of the built-in dialpad/phone, join thousands of itravel2000 fans on *Facebook* and *Twitter*, stay current with weekly video updates from itravel2000 correspondents in Mexico and Florida, view a premium video library stocked with destination previews, and enjoy VIP access to itravel-explorer® promotions and offers.

Always packed and ready, the itravel-explorer® lets users customise the page by adding a variety of their personal social media accounts (open in a handy window), in addition to an on-board toolbar powered by *Microsoft Live Services*. When reviewing the product Microsoft Corp. hailed the app as "*the next generation of integrated social media applications - easy, scalable and fun.*"

For information and to download, visit www.itravel-explorer.ca

Commenting on the new travel app Jonathan Carroll, CEO of Travelzest

"itravel2000 continues to welcome more and more Canadians that are discovering our services for the first time. We're delighted to bring even greater value and excitement to the itravel2000 experience for all of them. This exclusive app enhances our digital business, and demonstrates a commitment to consumer engagement that raises the bar for all online travel brands."

Brad Parry, Chief Marketing Officer - Itibiti Systems Inc. / Intertainment Media Inc said

"Everything about the customers and the brand of itravel2000 is vocal, vibrant and of the moment,, we're delighted to be delivering an app tailored to their needs."

- ENDS -

Enquiries:

Travelzest plc
Jack Fraser

08443356623
lorag@travelzestplc.com

Redleaf Communications
Rebecca Sanders-Hewett /Lucy Salaman

020 7566 6700
travelzest@redleafpr.com

itravel2000
Brad Miron

1-905-238-3399
bmiron@itravel2000.com

itiBiti
Brad Parry

1-905-763-3510
bparry@intertainmentmedia.com

Notes to Editors:

About itravel2000

itravel2000.com a leading travel retailer in Canada was a pioneer of online travel and has over 100 travel agents. itravel2000 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.itravel2000.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, itravel2000.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 itiBiti: www.itibiti.com

itiBiti is a revolutionary, instant revenue driven, Rich Internet Application (RIA) providing global brands with the unprecedented ability to power their marketing efforts within a unique, private-label social media platform. itiBiti offers users a rich suite of services in combination with brand client initiatives, and the power of Microsoft Live services. Soon, itiBiti Mobile will provide users of major private label branded itiBiti platforms with the ability to continue their user engagement experience with their mobile smartphones and tablet computing devices. Please visit www.itibiti.com to learn more.

About Intertainment Media inc.: www.intertainmentmedia.com

Connecting people with brands, Intertainment Media Inc. is a Rich Media Applications leader, focused on delivering leading edge technology and marketing solutions enabling clients to power enhanced branding, loyalty initiatives and consumer engagement. Selected as a Microsoft Global Agency Initiative partner, Intertainment has joined an elite group of interactive agencies worldwide that Microsoft recommends to its Partners and Customers. Intertainment Media owns and operates a number of key properties including Ad Taffy, itiBiti, Ortsbo and Magnum Fine Commercial Printing Limited. Headquartered in Richmond Hill, ON, with offices in New York, Los Angeles and San Mateo, CA, Intertainment

Media Inc. is listed on the Toronto Venture Exchange under the symbol "INT".

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release. This news release may contain certain forward-looking information. All statements included herein, other than statements of historical fact, is forward-looking information and such information involves various risks and uncertainties. There can be no assurance that such information will prove to be accurate, and actual results and future events could differ materially from those anticipated in such information. A description of assumptions used to develop such forward looking information and a description of risk factors that may cause actual results to differ materially from forward looking information can be found in the company's disclosure documents on the SEDAR website at www.sedar.com. The company does not undertake to update any forward-looking information except in accordance with applicable securities laws. This release may contain forward looking statements within the meaning of the "safe harbor" provisions of US laws. These statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties that could cause actual results to differ materially from those described in the forward looking statements. Intertainment Media Inc. does not assume any obligation to update any forward looking information contained in this news release.