

Date: 14 October 2010
On behalf of: Travelzest plc ('Travelzest' or 'the Group')
For immediate release

Travelzest plc (LSE:TVZ.L)

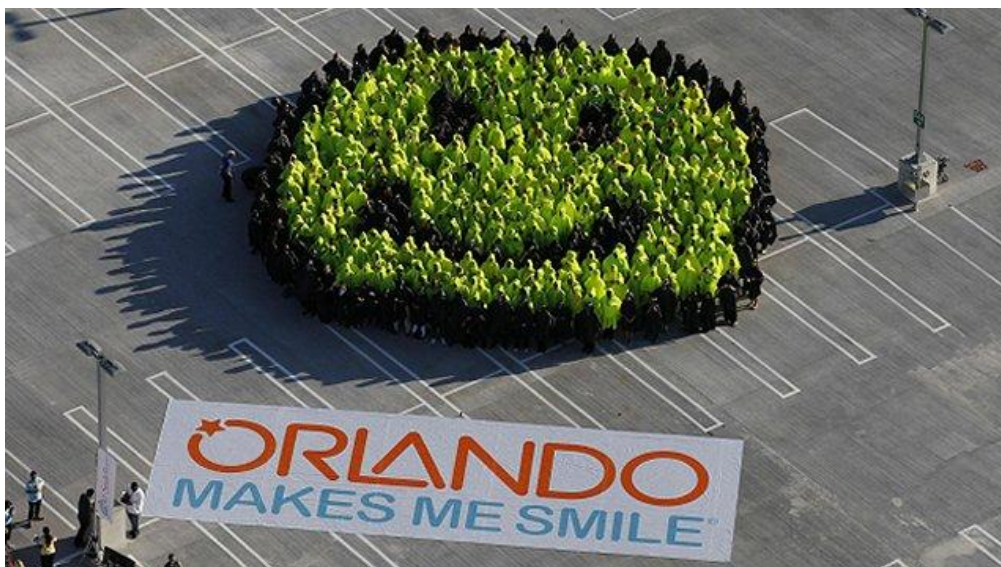
▪ itravel2000 and Orlando Convention & Visitors Bureau Inc. Celebrate World Smile Day

[itravel2000](#), a [Travelzest](#) company, and the Orlando/Orange County Convention & Visitors Bureau, Inc. ('Orlando CVB') are proud to announce their participation in a celebration for this year's World Smile Day on October 1st. In honour of the day, Orlando enthusiasts from across the globe gathered in Orlando, Florida to attempt to break the Guinness World Record for the World's Largest Smiley Face.

To mark the day, itravel2000 held a contest asking consumers to tell them "How Does Orlando Make You Smile?" for the chance to win a trip to Orlando and participate in the festivities. Testimonials came from across Canada, and 14 winners were chosen based on *how Orlando makes them smile*.

Every entry was a true telling of how a previous trip to Orlando, either by car or plane, was etched into memory as having made them smile. Some families spoke about hilarious road trips across the border, travelling 2,100 km from their home in Ontario, all the way to Orlando. Others shared childhood memories of Orlando and their wish to see their own children and grandchildren experience this too.

Volunteers from across the world gathered early on October 1st to be assembled into the largest smiley face for the record-breaking event. The current Guinness World Record for the largest smiley face includes 261 people. The event held October 1st, 2010, the official World Smile Day, included the help of 500 volunteers and was a complete success!



<source <http://www.clickorlando.com/news/25237965/detail.html>>

The 500 people that participated in the Guinness World Record attempt received a special commemorative t-shirt and were entertained by Orlando Celebrity Smile Ambassadors Melissa Rycroft and Joey Fatone as they took part in the festivities.

- 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

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 merchant operators, with operations in over five 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 Orlando Convention & Visitors Bureau, Inc.

The Orlando CVB is the official sales and marketing organization for the Orlando area responsible for generating brand awareness, increasing travel to the area and booking conventions and meetings. For more information, visit orlandoinfo.com/cvb.