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On behalf of: Travelzestplc ('Travelzest' or 'the Group')
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Travelzest plc

- **itravel2000™.com, a Travelzest company, partners with various Florida destinations to promote Florida**

London (February 04, 2011) – [itravel2000™.com](http://itravel2000.com), a [Travelzest](#) company (AIM: TVZ), has partnered with several Florida destinations to promote the state as a key vacation spot for Canadians.

itravel2000's aim is to enhance Canadians' knowledge of Florida's diverse cities and regions such as Daytona Beach, The Palm Beaches & Boca Raton, Kissimmee, The Beaches of Fort Myers & Sanibel, Orlando and the tri-city area of St. Petersburg Clearwater and Tampa Bay.

Commenting on the strategic partnership, Brad Miron, Executive Vice-President Business Development, itravel2000 said: "Canadians have flocked to Florida for years; we're encouraging them to return again and again to (re)discover their Florida side."

Acting as the Florida State destination marketing organizations (Visit Florida) key partner in Canada, [itravel2000™.com](http://itravel2000.com), has been experiencing double digit growth as Canadians flock to the Sunshine State. 'The strength of the Canadian dollar has buoyed our growth as Canadians look for the best bang for their buck', notes Brad Miron, 'and statistics don't have to tell you that depressed hotel rates combined with a strong exchange rate are a bonus to value-seeking Canadians.'

- Ends -

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About itravel2000™.com

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

Travelzestplc (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.