

Date: 15 August 2011
On behalf of: Travelzest plc ('Travelzest' or 'the Group')
For immediate release

Travelzest plc (AIM: TVZ)

itravel2000 launches 'Let It Snow'!

[itravel2000](#), a [Travelzest](#) company (LSE:TVZ.L), is proud to announce the launch of its 'Let It Snow' promotion for the fifth consecutive year. If it snows more than five inches on New Year's Day at qualifying weather stations, ittravel2000 will give back the retail cost of trips (excluding taxes) to qualifying passengers. This successful campaign has created thousands of winners across Canada over the last five years.

Jonathan Carroll, founder of ittravel2000 and CEO of Travelzest, said

"It's the fifth anniversary for Let It Snow and we are hoping this year we have more winners than we've had in other years. I would love it to snow five inches or more in all airports on January 1st!"

As an added bonus ittravel2000 - specialising in [all inclusive vacations](#) , [cheap flights](#), [hotel deals](#) and [discount cruises](#) - will provide [Price Drop Protection](#) in conjunction with the 'Let It Snow' promotion. Book a pre-packaged vacation, including Caribbean all-inclusive vacations, Florida packaged vacations and Vegas packages and if the price drops at least 31 days prior to your vacation ittravel2000 will send you a cheque for the difference.

Jonathan Carroll added:

"We want our customers to know they can be confident when booking with us and that they will always get the lowest price for their vacation at ittravel2000."

- Ends -

Enquiries:

Travelzest plc
Jack Fraser

0844 335 6623
magdar@travelzestplc.com

itravel2000
Brad Miron

19052674484
bmiron@itravel2000.com

Redleaf Communications
Rebecca Sanders-Hewett

020 7566 6700
travelzest@redleafpr.com

Notes to Editors:

About Let it Snow

Canadian consumers who book their qualifying vacation with itravel2000 have the chance to get their trip for free if more than five inches of snow falls at qualifying weather station on New Year's Day. The weather stations are Calgary International Airport, Toronto Pearson International Airport, Montreal/Pierre Elliot Trudeau Airport and Halifax International Airport. Qualifying customer's weather stations will be identified on their invoice. If it snows more than 5 inches, customers will be reimbursed for the retail price of their package vacation (less taxes and fees) upon their return. To be eligible for Let it Snow, Canadians must book by 2011/10/03 for departures between 2011/11/01 and 2012/04/30. For full details on the Let it Snow promotion, visit www.itravel2000.com/letitsnow.aspx.

itravel2000 has partnered with Sunwing Vacations, Sunquest Vacations, Signature Vacations, Air Transat Holidays, Nolitours, Air Canada Vacations, WestJet Vacations and Encore Cruise Escapes for this promotion.

About Price Drop Protection

Price Drop Protection is offered on itravel2000.com's pre-packaged vacations. If the price of your vacation drops, let us know at 31 days before your departure and we'll send you a cheque for the amount of the price drop up to \$300 per adult less a \$50 transaction fee. To learn more and for full terms and conditions, visit www.itravel2000.com/pricedroprotection.aspx.

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](http://Travelzest.plc) (LSE:TVZ.L) is a dynamic travel group, with a collection of online travel retailers and specialized merchant operators, with operations in five countries. Included in the Travelzest agency family are [Travelzest Holidays](#), [itravel2000](http://itravel2000.com), [The Cruise Professionals](#), holiday.co.uk, flight.co.uk, [Fair's Fare](#), [Wow House](#), and in the Travelzest merchant family are [Best of Morocco](#), [VFB Holidays](#), [Peng Travel](#), [Faraway Holidays](#), [The Malaysia Experience](#), [Tapestry Collection](#), [Captivating Cuba](#), [JMB Travel](#). Travelzest is traded on London's AIM Exchange under the symbol TVZ.