

Date: 23 December, 2011

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

For immediate release

## **Travelzest plc (LSE:TVZ.L)**

### **Weather Gods have ittravel2000 praying for over 5" Snow on New Year's Day**

[ittravel2000](#), a Travelzest company, is keeping a close watch on weather forecasts anticipating over 5" of snow on New Year's Day. Thousands of Canadians that have booked with the Company will no doubt be doing the same as 5" of snowfall on January 1<sup>st</sup> could win them free trips.

Those that booked their trips between August 15, 2011 and October 3, 2011 with the Company availing its "[Let it Snow](#)" promotion, one of Canada's largest travel promotions, will get their trips for free less taxes.

On December 22, 2011, the Weather Network was forecasting snow for the "Let it Snow" qualifying weather stations of Calgary and Montreal on January 1<sup>st</sup>, whereas rain showers were predicted for those of Toronto and Halifax on its "14-Day Trend" widget.

The forecasts came as great news for ittravel2000 and those participating in "Let it Snow", as was the case for the hundreds of Montreal and Halifax participants lucky enough to get their trips for free when it snowed over 5" at Montreal/Pierre Elliot Trudeau Airport in 2007 and Halifax International Airport in 2008. The weather scene predicted for all the snow points on New Year's Day 2012 suggests that there is a good chance that all this year's participants will wake up to snowfall.

Jonathan Carroll, president of ittravel2000, and CEO of Travelzest, said:

"We've been faced with an amazing paradoxical situation every year since the launch of the "Let it Snow" programme – while getting our snow shovels ready to clean all that heavy snow on New Year's Day doesn't seem like a particularly exciting prospect, wishing for over 5" of snow in the hope of awarding free trips certainly does. We are keeping our eyes on the skies and praying all the time that the Weather Gods give all the participants the chance to win free trips with ittravel2000 this year."

**- ENDS -**

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**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](http://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 of companies is 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.