



NEWS RELEASE

Visa and Asiatravel.com offer exclusive travel benefits for Visa cardholders

Discounted deals, hotels and package tours and online priority booking services available for Visa cardholders who use Asiatravel.com to make travel bookings

Singapore, 4 October 2007 – Visa cardholders looking for quick getaways, last-minute bookings or planning their next holiday can now take advantage of a strategic partnership agreement between Asiatravel.com and Visa International to book and pay for their next trip.

The partnership means that Visa cardholders will have access to exclusive travel deals and discounts when they use the Asiatravel.com website to book fares, accommodation, cruise trips and all-inclusive holiday packages.

Meranda Chan, Country manager for Singapore and Brunei, Visa International said, “Last year more than 263 million people traveled to the Asia Pacific region¹ so our partnering with one of the region’s online travel specialists will help deliver tangible benefits to Visa cardholders who like to travel.

“Visa data shows that Asia Pacific Visa cardholders spent more than US\$2.8 billion on travel via the internet to the year ended July 2007². This highlights that consumers are looking to the internet to not only research their next trip but also to book and pay for it online,” Chan said.

Asiatravel.com Executive Chairman Boh Tuang Poh said, “This partnership will enable Visa cardholders to enjoy exclusive deals at competitive prices whether it is at one of hotels, resorts, airlines, cruises, attractions or other travel products available online at Asiatravel.com. We are delighted to have partnered with Visa to offer these exclusive deals to its cardholders,” said Mr Boh.

Asiatravel.com deals available for Visa cardholders include:

- Pay two nights and get the third night free on the Thai island of Koh Yao, valid to 27 October
- 3D/2N golf packages at leading Thai hotels and resorts such as Northern Heritage Resort and Spa in Chiangmai, valid to 27 October

¹ PATA Annual Statistical Report 2006

² According to VisaNet reporting

As part of the partnership, Visa will be the default payment option for bookings, and “Visa Preferred” branding will now appear on Asiatravel.com homepage, wait page banners, as well as in ads for the company.

Notes to Editors:

About Visa

Visa connects cardholders, merchants and financial institutions through the world's largest electronic payments network. Visa products allow buyers and sellers to conduct commerce with ease and confidence in both the physical and virtual worlds. Visa is committed to the sustained growth of electronic payment systems to support the needs of all stakeholders and to drive economic growth.

Visa products currently generate more than \$4.8 trillion in sales volume worldwide. Visa enjoys unsurpassed acceptance around the world. In addition, Visa/Plus is one of the world's largest global ATM networks, offering cash access in local currency in over 170 countries. For more information, visit www.corporate.visa.com.

About Asiatravel.com

Asiatravel.com is a pan-Asia online travel and hotel reservation service provider with network of offices in eight countries. It is listed on the Singapore Stock Exchange. Asiatravel has direct contracts with over 5,000 hotels in its core destinations in the region. In addition it has tie-up with various 3rd party on-line reservation systems giving instant access to over 60,000 hotels' inventories worldwide.

Asiatravel ensures that travelers get to enjoy great value, last minute availability and instant confirmation with an option to pay on check-out at the hotel. The ultimate goal is to ensure customers to make hotel and travel reservations with instant confirmation anytime, anywhere. Soon Asiatravel.com will introduce the last minute availability and instant confirmation on air tickets and dynamic air, hotel, transfer and tour packages from multi-departure points in Asia, giving travellers a comprehensive One-Stop-Service with choice and convenience.

For further information, please contact:

Paul Wilke
Visa International
Tel: +65 6437 6935
Email: pwwilke@visa.com

Fay G. Lugue
Asiatravel.com
Tel: +65 6732 6773
Email: fay@asiatravel.com