



Asiatravel.com partners with travel search engine Bezurk.com to drive hotel bookings and market new online flights booking service

Asiatravel.com, the pan-Asia total travel reservation service and Bezurk.com, Asia Pacific's leading travel search engine today announced a marketing partnership as part of which Asiatravel's hotel and flight prices will be integrated into the Bezurk travel search which will expose Asiatravel to a large new audience.

Asiatravel.com recently launched an instant confirmation flight reservation service allowing customers the convenience of booking flights departing from Singapore. This service will subsequently be extended to departure from all major Asian cities.

"We've had great results to date working with Bezurk to promote Asiatravel's hotel offerings so now that Asiatravel has entered the online flights reservations business we're delighted to extend our already successful partnership to promote our new flights service," said Boh Tuang Poh, Asiatravel's Executive Chairman. "We're confident that our partnership with Bezurk will drive new users, increased bookings and repeat customers to Asiatravel.com"

"Asiatravel is one of the true pioneers of the Asian online travel space and are well known by many travellers for their attractively priced hotel deals," said Martin Symes, CEO Bezurk. "We're thrilled to be working with Asiatravel to promote their new flight online booking service and look forward to working with them as they extend this service to new markets across the region.

About Asiatravel (asiatravel.com)

Asiatravel.com is a pan-Asia online travel and hotel reservation service provider with network of offices in 8 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 travellers 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 enable customers to make hotel and travel reservations with instant confirmation anytime, anywhere. Soon Asiatravel will introduce 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.

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About Bezurk (bezurk.com)

Bezurk.com is a comparison-shopping web site that helps travellers from the Asia-Pacific region search for flights, hotels across a multitude of travel websites. Bezurk searches suppliers like the airlines and hotel chains directly but also includes hotel aggregators and online travel agents. Searching is done in real-time so that results show only the latest pricing and availability. Bezurk links travellers directly through to partner websites to book. Bezurk, which is headquartered in Singapore, was founded in 2005 by former executives from Intercontinental Hotels Group, Yahoo!, Priceline and ZUJI. Business 2.0 magazine published by The FORTUNE/MONEY Group of Time Inc., has named Bezurk as one of "31 of the world's hottest startups in 2007" For more information, please visit www.bezurk.com.

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