



Press Release

FastBooking and Hotels4U.com sign distribution accord

*FastBooking hotels will be displayed and bookable
via Hotels4U.com and its sister site, Medhotels.com, the UK's leading B2C and B2B hotel
booking sites, both part of the Thomas Cook Group*

Paris, France and Egham, England—January 10, 2011— FastBooking, one of the world's leading online solutions providers for the hospitality industry, and **Hotels4U.com**, the UK's largest online reservation site for hotels, villas or apartments in top resort destinations around the world, have signed an agreement in which [FastBooking](#) client hotels will be displayed and bookable on [hotels4u.com](#) and [medhotel.com](#) websites. These UK-based sites are both part of the Thomas Cook Group. This distribution partnership expands FastBooking's existing traffic-building activities toward travel agents (via other ongoing partnerships and GDS services) by giving its hotel clients direct visibility to the more than 8,000 travel agencies internationally currently working with Hotels4U. The agreement also takes advantage of FastBooking clients' strong presence in top metropolitan destinations to augment Hotels4U and Medhotels offerings in city destinations. The partnership is expected to be on line in Q2 2011.

"Our goal is to increase our clients' online business. Our B2C hotel reservation site, FastBooking.com, is a well-known resource for individual travellers. For some time now, we have been building notoriety and presence among travel agents, who remain an important influence in accommodation decisions, particularly among corporate customers. Our partnership with Hotels4U, part of the Thomas Cook group, significantly improves our visibility with these two audiences," says Alain Hirschfeld, FastBooking Marketing Director, Business Development. "The agreement with Hotels4U advances our objective to develop a quality distribution network for our hotel clients by working with selective partners."

"The FastBooking portfolio is complementary to our offer. Our clients are looking for distinctive accommodations at competitive prices in top cities around the world. This agreement lets us collaborate to deliver a high calibre response to market demands," says Doug Turner, Hotels4U.com Head of New Product Development.

FastBooking serves 6,000 independent, charming and luxury hotels in more than 90 countries around the world, with a particularly strong client base in Europe and Asia. The company's commitment to 'increasing hotel website bookings' resulted in more than 3.5 million room reservations booked for client hotels in 2010.

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About FastBooking

Since 2000, FastBooking has been the preferred partner to hotelkeepers worldwide, driving more visitors to hotel websites and converting these visitors to direct bookings. FastBooking products and services optimize a hotel's business by maximizing highly profitable direct website bookings, then rationalize inventory and pricing across all online sales channels. The company even optimizes business through legacy GDS/IDS with a cost effective service.

Headquartered in Paris with subsidiaries in Italy, the USA, Singapore, Japan and India, the company has E. de Rothschild as its anchor investor. It employs 200 persons worldwide and has gained the trust of more than 6,000 hotel clients.

For more information, visit the FastBooking corporate website at www.fastbooking.net

About Hotels4U.com and Medhotels.com

Hotels4U.com is a consumer travel site offering an extensive array of top quality accommodation worldwide at more than 100,000 properties in popular destinations. Hotels4U.com is an Independent website that takes away the headache of booking hotels, apartments, villas and transfers for independently minded customers. www.hotels4u.com

Medhotels.com targets independent travel agents. The Medhotels website features over 100,000 hotels in beach, city and ski destinations across the globe. www.medhotels.com

Hotels4U.com and Medhotels.com are part of the Thomas Cook Group.

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