



FOR IMMEDIATE RELEASE
Contact: Lori Littlefield, Public Relations
Phone: 414-934-1875
Email: llittlefield@vaxvacationaccess.com

VAX VacationAccess® Adds Vacation Rentals to Hotel Booking Engine

MILWAUKEE, WI – May 6, 2009 – VAX VacationAccess, the largest online leisure travel marketplace for travel professionals, is now offering vacation rental properties through its popular Hotel Only booking engine.

Travel professionals can choose from a variety of rental properties including private homes, condos, villas, and studio apartments from hundreds of destinations worldwide. The vacation rentals on VAX VacationAccess are made available through the LeisureLink brand—the largest, most reliable source of professionally managed vacation homes, condos and specialty lodging. Each vacation rental provider is vetted for property standards, online presentation, pricing and policies. So travel professionals can trust that the vacation lodging content is distinctive, high quality, and very marketable.

“We want to do everything we can to give travel professionals the tools they need to succeed. The addition of vacation rentals on our Hotel Only platform gives travel professionals the opportunity to differentiate their services by offering them this popular, non-traditional alternative,” said Bob LaCroix, president and CEO of VAX VacationAccess. “We chose LeisureLink because of their total commitment to offering professionally managed properties that meet stringent standards of excellence across all price points.”

“LeisureLink's participation in distributing through VAX VacationAccess is a key piece of our overall go-to-market strategy,” said Erik Hovanec, president and CEO of LeisureLink. “We know that travel professionals who use VAX VacationAccess are extremely knowledgeable about leisure travel and represent customers who are highly motivated to book and not just shop, which results in more quality business for everyone.”

In addition to vacation rentals, the VAX VacationAccess Hotel Only booking engine gives travel professionals access to thousands of hotels and resorts at more than 1,500 destinations worldwide. With the ability to book multiple destinations and multiple rooms on one reservation, travel professionals can easily accommodate customers with complex itineraries or those traveling with a small group. Travel professionals can earn up to 10% commission on Hotel Only bookings. The VAX VacationAccess *Set Your Commission* tool makes adding professional fees to a reservation seamless. The hassle-free commissions are paid by one source within two weeks of travel.

VAX VacationAccess is used by two out of three travel professionals to market and sell leisure travel. The powerful booking engines for vacations, hotels, adventure travel, cruise vacations, and air consolidator bring together a vast selection of industry-leading tour operators, suppliers and destinations on one easy-to-use platform. Rich destination content and hundreds of timesaving reservation management, sales, and marketing tools allow agents to succeed in today's competitive leisure travel industry.

Leisure travel professionals visit the VAX VacationAccess site more than 5.7 million times a year and open more than 3 million promotional emails annually. With its recent addition of Adventure travel, more than 1,500 leisure travel brands now market or distribute their products on VAX VacationAccess.

###

VAX VacationAccess® Worldwide is the largest leisure travel distribution company that brings together leisure travel professionals and travel suppliers and destinations in one marketplace. The VAX VacationAccess® platform hosts a vast selection of industry-leading tour operators and suppliers on one easy-to-use platform. For more information, go to www.vaxvacationaccess.com/more.

LeisureLink™ powers global distribution and demand for the vacation rental and specialty lodging industry. Our distribution platform and proprietary **Demand Management System™** enable property managers to increase bookings and optimize revenue across thousands of distribution channels. For more information visit www.LeisureLink.com and to view properties go to www.ABetterStay.com.