

## **It's back and it's bold. Boo.com set to take the pain out of travel search and selection.**

*London, England – 2 May 2007.* Anyone who's ever tried to book travel online knows that it can be a time consuming and traumatic process. Search engines deliver millions of results, aggregators promote high commission properties with associated service charges, brochure content needs to be tamed with customer reviews. Meanwhile the best deals are often on a hotel's own website.

boo.com aims to end what it calls the "circle of gloom", where the customer moves through multiple platforms to find the hotel that best meets their needs. Combining search engine functionality, pricing, reviews and social networking within one site with an innovative interface, boo.com is set to change the way travel is booked.

Ray Nolan, CEO of boo.com said; *"Travel is about great experiences, and that should start with the planning and selection process. We've collected all of the key components required to make the right choice and put them together in one site. The traveller is our primary concern. If they're not satisfied, then neither are we."*

boo enables users to customise their travel plans to best reflect their individual preferences. Travellers can quickly sift through the more than 50,000 hotels in 165 countries available through boo.com, creating a manageable and meaningful handful of choices. If someone needs a hotel with a pool, access to Wifi and child care facilities for less than £150/night boo.com can help find you one with a few clicks of the mouse. Uniquely, boo's unbiased listings allow users to easily shortlist their selection then book directly with the hotels website.

Trusting reviews within boo is addressed head on. Users can identify members that they trust and see what they think of hotels, bars, restaurants and sightseeing. Create your own "boo crew" to highlight your friend's reviews aside from the more generic wisdom of the crowd.

Commenting on the former boo.com, a failed fashion and sportswear website, with which the current boo.com has no connection, Nolan had this to say; *"In a way we are exorcising the ghost of boo's past whilst respecting the spirit of its bold mission – to create a site that caters to the user, loaded with interactivity, results and emotion. Finally boo.com can achieve that vision."*

### ***About Web Reservations International***

boo.com is owned and operated by Web Reservations International (WRI). WRI delivers online reservations to over 50,000 properties in 165 countries through a network of owned sites and affiliate partners.

Privately held and headquartered in Dublin, Ireland, WRI was founded in 1999 and has offices in Shanghai, San Mateo and Sydney. Since then, it has developed award winning

sites including hostelworld.com, hostels.com and trav.com and has successful white-label relationships with many of the worlds leading brands.

WRI already processes 70,000 bed-nights per day and handles over €300 million in bookings annually. In the year ending December 2006 WRI generated EBITDA of €19m.

**For further information**

**Europe**

Susy Lang or Kate Harris

Firefly Communications

Tel: +44 20 7386 1400

Email: [boo.comteam@fireflycomms.com](mailto:boo.comteam@fireflycomms.com)

**US**

Scott MacKenzie

The Castle Group, Inc.

Tel: +1 617 227 0012 ext 246

Email: [smackenzie@thecastlegrp.com](mailto:smackenzie@thecastlegrp.com)

