

Opodo off to a record start in Germany

Over 1 million visits to site in January 2002 and more than 200,000 people participate in major online promotion

Hamburg, Germany, 8 February 2002, Opodo, the new online travel company has got off to a fantastic start after only two months in business. The site, which launched in December last year, has been inundated with visitors. In December; traditionally regarded as a quiet month in travel, the site attracted more than half a million visits and this more than doubled in January to over 1 million visits, making www.opodo.de amongst the most popular flights portals in Germany.

As part of the launch campaign, Opodo ran a major online promotion for three weeks in January – giving away hundreds of free flights to exciting destinations around the world, in one of the biggest online travel promotions ever organised in Germany. Over 200,000 people entered the promotion, which was supported by Sat 1 and a variety of online partners, including Yahoo, MSN, Alta Vista, GMX and web.de.

“We have been delighted with the number of people looking at our site and the response to the promotion. “ said Frank Riecke, Opodo Country Manager for Germany, “From launch we have offered customers over 150,000 special deals and we are adding more and more attractive fares to our database daily. These great deals, combined with the free flights promotion, has meant our bookings and sales volumes have comfortably exceeded targets for the months of December and January.”

This unique promotion could only be realised with the support of some of the most recognised and popular airlines flying out of Germany. **The following airlines have partnered with Opodo for this major promotion: Alitalia, British Airways, Czech Airlines, Delta Airlines, Finnair, Iberia, Lufthansa and Varig.**

Opodo launched its first site in Germany in December 2001, the UK in January this year and will launch in France during Q2 2002, and throughout Europe during 2002 and beyond.

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About Opodo

Opodo is a new online travel service created by nine of Europe's leading airlines - Aer Lingus, Air France, Alitalia, Austrian Airlines, British Airways, Finnair, Iberia, KLM and Lufthansa. Opodo addresses the real needs of today's traveller by offering an unbiased and competitively priced online travel service for world travel, with access to flights from over 480 airlines, 54,500 hotel properties and car rental from over 23,500 car rental locations worldwide, as well as travel insurance. Headquartered in London, Opodo aims to become a leading provider of online travel and operates independently from its airline shareholders. Further information about Opodo is available at www.opodo.de