

Opodo Goes From Strength To Strength

London, April 24, Opodo, the new Pan-European online travel portal continues to build on its success, as once again its' UK site has been ranked the third most trafficked travel site in the UK according to latest figures released by Nielsen NetRatings*

The March findings show that in the multi-travel category, **Opodo.co.uk was ranked 3rd** with 512,755 unique users – an increase of 99% from January.

Furthermore, independent ranking company, Jupiter MMXI**, confirm Opodo's strong performance, showing that the UK site received over 860,000 unique visitors in March 2002.

Jenny Taylor, UK Country Manager for Opodo commented, "We are delighted that our UK site is continuing to be so successful. To be systematically ranked in the top three by Nielsen NetRatings is an achievement of which we are immensely proud. We strongly believe that we offer our customers some great deals and these findings support that this is indeed the case."

Opodo launched its first site in Germany (opodo.de) in December last year. The UK site (opodo.co.uk) launched in January and the French site (opodo.fr) in April this year. Rollout of other European sites will occur during 2002 and beyond.

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Source: *Nielsen NetRatings, March 2002
**Jupiter MMXI March 2002

Notes to editors

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 flights from over 480 airlines, 30,000 hotel properties and car rental with access to over 750,000 cars, 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.
- Leading research company NOP confirms that Opodo.co.uk is cheaper than the UK average online fare for 85% of top destinations from the UK (Source: NOP January 2002)
- Leading research company, TNS EMNID confirms that Opodo beats the average Internet fares, to 20 of the most popular destinations, 90% of the time (Source: TNS EMNID February 2002)
- Further information about Opodo is available at www.opodo.com