



Opodo launches Affiliate Marketing Programme

London, October 28th, 2002. Opodo, the Pan-European online travel portal has today unveiled its new affiliate marketing programme, to drive additional traffic and increase brand awareness across its three launched sites.

Working in conjunction with TradeDoubler in the UK, Zanox in Germany and Cibliclick in France, the partners were chosen because of their key strength in affiliate marketing, proven technology and reporting capabilities in their respective markets.

Affiliate sites will be rewarded for sending new customers to Opodo via a commission per booking for their referral.

Opodo European e-Commerce Manager Sotiris Damianos commented: "Affiliate marketing is a highly cost-effective way of increasing bookings. By launching affiliate activity, Opodo is now tapping into the traffic of many niche sites that we would otherwise not reach. Many of these are professional sites which earn revenue by working hard to deliver qualified visitors."

TradeDoubler Managing Director Will Cooper commented: "We are confident that through a combination of our experience with the travel industry and Opodo's strong online presence, we will be able to drive significant results for Opodo through our network."

For more information about Opodo's Affiliate Marketing Programme please contact: Abbie Alter at abbie.alter@opodo.com

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Notes to editors

About Opodo

Opodo is an online travel service created by nine of Europe's leading airlines – British Airways, Air France, Alitalia, Iberia, KLM, Lufthansa, Aer Lingus, Austrian Airlines and Finnair. 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 400 airlines, 30,000 hotel properties and a worldwide fleet of over 750,000 hire cars, as well as travel insurance.

Further information about Opodo is available at www.opodo.com.

About TradeDoubler

TradeDoubler provides solutions for managing online marketing and sales on the Internet. The offering includes products that are complete managing tools for both long and short term activities such as online sales, branding campaigns, direct marketing and administration of online partnerships.

The company has presence in 14 countries and has more than 400 active customers in Europe that are a mix of local and pan-European clients, including Vodafone, Dell, Apple, Unicef, Kodak, British Telecom and eBay.

Further information about TradeDoubler is available at www.tradedoubler.com

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