



PRESS RELEASE

19th April 2006

NetPricing Solutions announce the release of AutoPricer Version 2, providing the first truly "off the shelf" contracting and pricing system for tour operators

NetPricing Solutions Limited (NPS) have today announced the release of Version 2 of their contracting and pricing solution, AutoPricer. This represents a significant step forward from Version 1, as implemented from June 2005 and provides tour operators with the first genuine off the shelf pricing system. AutoPricer was developed by the team which provided bespoke pricing and contracting systems to Thomas Cook, Thomson, First Choice, Cosmos, Airtours and other leading tour operators

AutoPricer V 2 includes, AS STANDARD, a vast range of pricing functionality to enable tour operators to manage the complex and time consuming process of contracting the full range of ground and air products, whilst building a pricing model and generating and evaluating brochure prices on an ongoing basis. Significant enhancements have been made to the contracting database to handle complex contracts and a wide range of special offers. AutoPricer's price generation functions have also been upgraded, and are now able to dynamically generate price barrier dates based on the date profiles of all the component costs included in packages, and providing users with the option to apply different mark up policies to each contract item within a package.

Steve Marchant, Managing Director, is confident that this latest release of AutoPricer provides significant benefit to tour operators who contract and price their product in advance. "Its great news for tour operators. They are now able to resolve all the issues associated with spreadsheet based contracting and pricing with an off the shelf product which caters for the ever increasing complexity in this key area of their business. AutoPricer can deliver clear quality improvements to its customers with reductions in dual data entry, greater accuracy of cost and margin information. The system facilitates focus on price modeling instead of time consuming data loading and allows tour operators to gain a much better understanding of expected margins before finalising prices."

"The tour operating sector is a mature part of the travel industry and the introduction of new technology should no longer be a drawn out process necessitating high levels of customisation. We aim to make the purchase and implementation of AutoPricer as easy as buying and installing Microsoft Excel and the launch of Version 2 represents a significant step towards this."

"Whilst we hear a lot about the trend towards dynamic packaging and prices being removed from brochures, the tour operator market remains dominated by operators who contract their own inventory, set prices in advance and publish prices in brochures and/or on line" said Simon Russell, Commercial Director. "We're seeing an ever growing demand for non "mass market" products and tour operators both big and small are responding to this but its easy to underestimate the impact of pricing these more complex products, and whilst spreadsheets have been the natural choice to date, we urge tour operators to consider AutoPricer as a credible alternative offering clearly defined benefits."

NPS will be exhibiting at the Travel Distribution Summit on 5th and 6th June 2006, stand 36, where AutoPricer V 2 will be demonstrated. Contact info@netpricing-solutions.com for more information or to book a personal demonstration.

Company Information:

About NetPricing Solutions: NetPricing Solutions (www.netpricing-solutions.com), based in London, England, was formed in 2004 by some of the UK Travel Industry's leading Pricing and Revenue Management experts. The company's objective is to offer affordable advanced pricing and yield management products to the travel industry, placing particular focus on those sectors where products are priced "in advance". The low cost structure and modular approach will extend the reach of AutoPricer and enable tour operators outside of the "Top 5" to gain the benefits that the larger operators have enjoyed for over 10 years. Additionally other sectors of the travel community including cruise and ski companies will be able to utilise such functionality for the first time

The company's founder directors have extensive expertise acquired during long careers in the travel industry, particularly in the tour operating sector and cross channel market. They have witnessed first hand the daunting task of pricing and yield managing substantial holiday programmes using basic spreadsheets.