

PRESS RELEASE

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Titan Travel Limited to implement state of the art pricing system from NetPricing Solutions

Titan Travel has made a substantial investment in AutoPricer from NetPricing Solutions, a new pricing and margin management system, to enable it to produce and manage brochure prices and margins more efficiently and with greater accuracy than the current spreadsheet based methods.

David Wild, Director, Titan Travel sees this is a significant step for the company. "AutoPricer will enable us to load our contract information once into a single system where all our groups' brands can access it for brochure pricing. This has become increasingly important as we have expanded the number of brands operated under the Titan Travel Group banner. With the complexity of our products, particularly within our Titan Hi Tours escorted coach tour range, it was critical for us to find a solution that was flexible enough to allow us to migrate completely away from spreadsheet based pricing. Not only did we need to improve our price creation capability, we also wanted to be able to use the extensive amounts of data loaded at the time of brochure pricing to help us accurately and efficiently monitor and manage margin throughout the selling period – the Forward Booking Margin module in AutoPricer gives us this capability and offers many additional benefits such as predicted foreign currency requirements and supplier payment information".

Matthew Ferry, Product Director, Titan Travel, whose team will be the primary users of the new system, commented "AutoPricer provides us with a pricing capability that far exceeds that of our current spreadsheet tools, not only in the creation of prices, but in the daily management of prices once we've gone on sale. With the type and range of products we offer, early discounting is never used and as we produce one edition of each brochure our brochure pricing is of paramount importance and we need to spend as much time as possible in reviewing and modelling our prices. AutoPricer will allow us to focus a great deal more of our time on setting the right prices rather than loading our cost information".

"The development of AutoPricer and the announcement of Titan Travel as the launch customer heralds a new era in pricing and margin management for medium sized and specialist tour operators" said Steve Marchant, Managing Director of NetPricing Solutions. "AutoPricer is the successor of the Speake Software Pricing system which has been a key feature of pricing for the larger mass market operators for many years and we are delighted that Titan Travel has chosen to take advantage of the many years experience we have in our team in delivering this new "industry standard" solution. AutoPricer, which is built using Microsoft's .net technology, offers a modern, more flexible approach to pricing of all the possible components in a tour operator's package".

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.

About Titan Travel Group: Titan Travel (www.titantravel.co.uk), based in Redhill, England, provides a large range of escorted holidays to destinations around the world. From the companies inception nearly 30 years ago, its objective has been to meet the needs of the discerning traveller seeking price benefits that a substantial organization can offer along with individual attention and personal service. Titans' high level of service is typified by its' VIP Local Departure Service, allowing customers to be picked up from a local pickup point in one of its' luxurious mini coaches and then transferred back to their front door when returning home from their holiday.

Today the Titan Group of companies includes a number of specialist tour operator brands including Tailormade Travel, Connections Worldwide, The Classic Traveller, Holts Tours and Grandstand Sports Tours.