

Wego.com.au launches with strong traffic growth

Asia Pacific's fastest growing travel search engine Wego heads into Australian market with launch of localised site - wego.com.au

SYDNEY July 28, 2008 - With significant growth expected in the Australian online travel market and a 30% increase in Australian traffic since its relaunch from Bezurk in May, Asia's fastest growing travel search engine Wego has launched wego.com.au.

Australia has become the second largest market for Singapore-based Wego and the launch here is the first of a number of localised sites the company will roll out across Asia Pacific.

"This strong growth is proof that the new, faster and more intuitive model we launched in May has already hit the right note with Australian travellers," said Wego Chief Executive Officer Martin Symes.

The introduction of a local site will allow Wego to better serve Australian travelers and offer new opportunities for travel partners. [Wego.com.au](http://wego.com.au) delivers ready-to-buy, ready-to-travel traffic to partner sites, resulting in a better ROI for partners than generic search engines, he added.

Furthermore, Wego's distribution partnerships with some of the region's biggest portals (among them Yahoo!, MSN and Lonely Planet, as well as Australia's news.com.au) give its partners access to millions of people around Asia Pacific and the rest of the world.

"Over 100 travel sites from all over the world already partner with Wego," said Symes. "We believe in offering partnerships that are performance-driven. Our partners' success is our success."

Travel sites are offered a number of advertising options, including sponsored listings, deal listings and display advertising.

Wego has also opened a Sydney office, headed by newly appointed Marketing Manager Sam Lindner.

Resources for editors:

For Wego.com logos and screen grabs:
www.wego.com/mediakit

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Lindner, who was most recently General Manager of digital agency NeoDigital, will spearhead a local marketing campaign and work closely with significant minority stakeholder News Digital Media.

News Digital Media, the digital media arm of Australia-based News Limited acquired its stake in Wego in December last year.

Marketing activity will centre around an ad campaign based on the tag line “Before you go, Wego” to run in national, metro and regional newspapers, magazines and online.

About Wego.com.au

Wego.com.au is the Australian site of region’s leading and fastest growing travel search engine. Wego (formerly known as Bezurk) allows travelers to search for flights, hotels, travel deals and travel research across more than 100 travel websites in the time that it normally takes to search just one. Wego searches travel websites in real-time so that the latest pricing and availability are shown. Travelers are then linked through to partner websites to book. Wego.com was founded in Singapore in 2005 by former executives from Intercontinental Hotels Group, Yahoo!, Priceline and ZUJI. News Digital Media, the digital arm of News Limited and part of News Corp (NYSE: NWS), is an investor. In 2007, Business 2.0 magazine named Bezurk as one of “31 of the world's hottest international web startups”. For more information, please visit www.wego.com.au/about

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