



Egencia's Strategic Meetings Management Delivers Framework for Success *Survey shows cost savings as focus for meetings and incentives in 2010 with opportunity to improve visibility and control of total spend*

BELLEVUE, Wash. – (March 31, 2010) – Egencia™ Meetings & Incentives, the full-service meetings and incentives management division of Egencia, reaffirmed the company's commitment to the meetings, incentives, conferences and events (MICE) industry by formalizing its Strategic Meetings Management (SMM) service.

“Egencia has a strong legacy of service and expertise, and we've been delivering those strengths to our meetings and incentives clients for many years,” said Karen Weegar, Strategic Account Manager, Egencia Meetings & Incentives. “We understand the increasing importance of consolidating meetings spend and are well-equipped to help companies gain control of their programs through our Strategic Meetings Management service.”

The Egencia SMM service provides effective end-to-end meetings solutions, driving value and delivering comprehensive recommendations that boost ROI throughout a company's total travel spend. The service is instrumental in helping to maximize the savings and efficiency of MICE programs.

In a recent survey of more than 200 travel managers, Egencia found that for 70 percent of respondents, the main focus for meetings and incentives programs in 2010 is identifying cost savings opportunities, which in turn will help improve ROI on meeting spend.

Also underscoring the importance of understanding meetings spend, NBTA released the results of a separate survey in February 2010 reporting that less than one third (27 percent) of travel buyers surveyed believe they have clear insight into their corporate meeting spend. Thirty-three percent also admitted they do not have clear insight into where and how all of their meetings-related funds are being spent, making it difficult to recognize ROI-enhancing opportunities that can improve their bottom line.

To help companies consolidate meetings spend, Egencia SMM identifies opportunities to increase cost savings, visibility and control. Egencia works with clients to provide proactive, customized solutions that:

- Deliver a comprehensive view and ROI analysis of meetings and corporate travel programs
- Leverage scale with preferred supplier programs to extract more value
- Create a well-designed meetings implementation plan to streamline processes
- Develop MICE corporate policy and drive organizational compliance

Visibility into total meetings spend is important as it allows companies to analyze whether supplier spend is being appropriately distributed and adequately leveraged. In Egencia's survey, 30 percent of companies currently do not leverage their scale and those that do, do so infrequently.

“Without visibility into total spend, companies risk missing out on lower rates and value-added amenities,” said Debbie Grossi, Director of Egencia Meetings & Incentives North America.

“Complete spend visibility provides companies with the business intelligence they need to create greater value and increase the effectiveness of their MICE programs.”

Backed by Egencia's global resources, experts and industry-leading technology, Egencia SMM service evaluates every component of a meetings program from start to finish. Egencia Meetings & Incentives combines professional full-service expertise and market-leading technology to give companies complete oversight and control over planning and spend, from procurement services and events (design, production and logistics) to program optimization and analysis.

For more information on Egencia Meetings & Incentives, go to www.egenciameetings.com.

About Egencia, an Expedia, Inc. Company

Egencia is the fifth largest travel management company in the world. As part of Expedia, Inc., (NASDAQ: EXPE), the world's largest travel marketplace, Egencia helps businesses get ahead by offering the only truly integrated corporate travel service. Egencia's industry expertise helps drive results that matter, delivering meaningful advancements that have a real impact. By combining a powerful offline and online service, Egencia delivers a complete corporate travel offering supported by global market expertise and a best-in-class technology platform.

For more information, go to www.egencia.com.

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