



For immediate release

travelsupermarket.com launches cruise product

travelsupermarket.com has introduced a new cruise offering as part a major design overhaul.

travelsupermarket.com has completed an exclusive deal with independent cruise retailer, Cruise118 to provide a white label version of cruise holidays on its website. Visitors will now be able to research and find the best deals on thousands of holidays from all the leading cruise lines.

The first of a number of new products to launch on the site over the next six months, cruise is currently the fastest growing travel sector. In 2008 almost 1.5 million Brits took a cruise holiday, an 11 percent rise on the previous year.

Cruise launches just days after the site unveiled its new look and feel. Following a period of extensive research and testing looking at customer behaviour and needs, the new look site is now fully content managed and allows for changes to be made almost instantly in response to market and customer trends.

Functionality on the site will remain broadly the same for the summer; however, the new look hotels channel now features Trip Advisor reviews, bringing customer ratings, reviews and hotel suitability to visitors to the site. There are a range of developments now in production to improve and develop the site functionality.

Graham Donoghue, managing director at travelsupermarket.com said: "The old site had worked well for us since its launch, but we really wanted to update it with a

new, fresh and modern look that would motivate and inspire customers to research and book their travel via travelsupermarket.com.

“The new site is a major step forward for us and we are delighted to be able to launch with the new cruise product. The new platform opens up opportunity for a wide range of new product, functionality and content in the coming months.”

Cruise 118 director James Cole said: “travelsupermarket.com has built its reputation on finding consumers the best possible deals, therefore it was essential they found a supplier that could deliver the best prices on thousands of cruise holidays with unrivalled levels of customer service.

“That, coupled with our state-of-the-art IT systems meant there was great synergy between Cruise118 and travelsupermarket.com.

“This is an exciting development for both businesses and we predict it will lead to further growth in the UK cruise market.”

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About travelsupermarket.com

www.travelsupermarket.com is an online comparison service where customers can find the best value travel options for their needs and purchase over the internet. The website compares flights, car hire, hotels, package holidays plus dynamic packaging by searching hundreds of travel websites. The information supplied is unbiased and is designed to save the customer time and money.

The site thrives on offering its users accurate real time availability by taking information directly from suppliers such as Opodo, British Airways, Thomas Cook,

First Choice, Radisson, Sol Melia, easyCar, Auto-Europe and many more, ensuring users are presented the best possible price at all times. It searches:

- Over 650 scheduled, low cost and charter airlines from 38 individual suppliers
- Over 200,000 individual hotels from over 55 individual hotel suppliers
- Over 200 individual car hire providers from over 22 suppliers
- 1,000s of individual package holidays from over 30 suppliers

Additionally, travelsupermarket.com also compares prices on travel insurance and on airport car parking.

travelsupermarket.com is part of the Moneysupermarket.com Group PLC.

www.moneysupermarket.com is a website where consumers can compare personal finance products, save money and apply online. The website has several service areas including personal loans, credit cards, mortgages, current accounts, savings accounts, motor insurance, home insurance, travel insurance, health insurance, mobile phones, broadband and shopping.

About Cruise 118

- Cruise118 is an independent cruise retailer offering the full range of cruise holidays
- Cruise118's team of cruise concierges provide each customer with an individually tailored service. The company's independent status means customers receive the best deals and advice when choosing and booking their cruise
- Bookings available via telephone, internet and email
- Cruise118 is committed to providing exceptional customer service as standard
- Cruise118 is ABTA bonded, offering customers complete peace of mind