

Travel Specialist ANIMOD Will Once Again Exhibit At ITB 2012 Co-Operation Partner DailyDeal, a Member of the Google-Family, Comes Along

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ANIMOD, the specialist for hotel and travel vouchers from Cologne, Germany, will, for the seventh year in a row, exhibit at the ITB 2012, the world's leading travel trade show in Berlin, Germany. At its booth, ANIMOD will be accompanied by its co-operation partner DailyDeal, a member of the Google-family.

ANIMOD: Exhibiting at ITB 2012 for the seventh time

Since 2006, the Cologne travel specialist ANIMOD exhibits at the international travel trade show ITB with its own booth and thereby reaches a national as well as an international professional audience. In the previous years, the company used this important setting for acquiring new hotel partners – currently the travel broker offers vouchers for more than 800 hotels in 20 countries worldwide on www.animod.de and via numerous other online platforms. For the ITB 2012, ANIMOD will put a new focus on exploiting additional distribution channels, especially for online distribution, as e-commerce has become the most important driver for the travel industry. With its ten years of experience, ANIMOD already is THE specialist in this segment.

ANIMOD is accompanied by co-operation partner DailyDeal

In 2012, distribution partner DailyDeal, a member of the Google-family, will be present at the ANIMOD-booth for the first time. Thereby both companies emphasize their successful co-operation. "To us, DailyDeal is an important distribution partner", says Ira Hielscher, owner and managing director of ANIMOD GmbH. "We have laid the foundation for our partnership at the ITB 2011. Thus, we are all the more looking forward to welcoming DailyDeal at our booth next year."

About ANIMOD

Since 2002, ANIMOD successfully offers hotel and travel vouchers via its own web shop www.animod.de as well as numerous online platforms. Under the management of Ira Hielscher, ANIMOD became an internationally well-known specialist in this segment. At the moment, the Cologne company offers vouchers for more than 800 hotel partners and has 17 online and offline distribution co-operations in Germany and abroad. ANIMOD is also active on the US market with two partner enterprises. Through distribution partners in Belgium, the Netherlands, Poland, the Czech Republic and Hungary, ANIMOD offers vouchers especially for the Dutch and Eastern European market. Securing quality, constantly expanding the offer as well as customer and service orientation are top priorities for the about 30 ANIMOD-employees.

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