



## EXPEDIA AND MAGGIORE TOGETHER MAKE TRAVEL RESERVATIONS EASY

**Thanks to an agreement between Expedia and Maggiore  
you can rent not just a car, but also book your trip**

**Milan, April 15, 2008** – **Expedia**, the world leader in on-line travel, has signed an agreement with **Maggiore Rent**, one of the most important car and van rental agencies in Italy, thus increasing the advantages for those travellers who seek to simplify their on-line travel planning.

The partnership with Maggiore places a link on the historical car rental agency website which will then intuitively and immediately bring the traveller into the world of Expedia: from [www.maggiore.it](http://www.maggiore.it) it will now also be possible to book a flight to any destination, hotel accommodations, cultural activities and entertainment.

Travellers who choose internet to organise their travel plans can now manage all of the details for a perfect trip themselves: the agreement between the two companies, in fact, was inspired by the desire to offer a high quality service aimed at the needs of the traveller. The specific needs of the individual traveller will be met as they construct their own personalised itinerary with a guaranteed convenient quality/price ratio.

The wide ranging worldwide network of affiliations and partnerships that Expedia enjoys ensures that every trip perfectly reflects the personal requirements of the

individual traveller in every detail: the agreement with Maggiore is further proof of this.

«Our relationship with Expedia fits in perfectly and re-enforces our fundamental business philosophy: to constantly provide a better level of service to our customers» declares Paolo Caputo, Sales Manager of Maggiore Rent. «Thanks to this partnership our clients no longer have to leave our website as they continue to plan their travel details. With one bookmark the entire trip is organised».

«A partnership with one of the most important car rental companies in Italy», affirms **Francesca Benati, Marketing Director of Expedia Italia**, «seeks to make our clients' travels more comfortable and easier to organise. The Expedia traveller can always count on us to help eliminate inconveniences and lines.»

**Expedia, Inc.**

*Expedia Inc. (NASDAQ:EXPE) is the world leader in e-travel. With its vast portfolio of leading industry partners in online travel, Expedia Inc offers business and leisure travellers alike the information and tools to search for, plan and book their trips easily. Furthermore, the company gives travel agents the tools to organise the individual travel plans of their clients. The main companies within the Expedia Inc group are: Expedia.com®, Hotels.com™, Hotwire®, Expedia® Corporate Travel, Trip Advisor™ and Classic Custom Vacations®.*

*Expedia Inc. is present worldwide with websites in Canada, the United Kingdom, Germany, France, Italy, the Netherlands, Sweden, Spain, Austria, Norway, Australia, New Zealand, Japan and China (with a majority share in eLong™). For further information please visit [www.expediainc.com](http://www.expediainc.com).*

*Expedia has been active in Italy since 2001 offering safe and convenient reservation services and travel purchasing online from their website [www.expedia.it](http://www.expedia.it). Leader in the online travel market, its sales volume is three times larger than that of its closest business competitor. For further information please visit [www.expedia.it](http://www.expedia.it).*

**Maggiore Rent S.p.A.**

*More than 60 years have passed since 1947 when in Messina the brothers Giuseppe and Francesco Maggiore, together with their father Vittorio, started the very first car rental service without driver. Thanks to the winning intuition of the company Maggiore today is one of Italy's largest rent-a-car agencies. Its fleet, composed of 16,000 cars and 2,000 Amico Blu vans, can be rented from any of its 170 agencies located all over Italy and the company is furthermore present in 80 countries all over the world with 3,800 agencies together with its PremierFirst (National and Alamo) partners. For further information please visit [www.maggiore.it](http://www.maggiore.it).*

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