



ASIATRAVEL.COM HOLDINGS LTD

(Co. Reg. No.: 199907534E)

Asiatravel.com Enters White Label Channel Agreement with Yahoo!

The management of Asiatravel.com Holdings Limited is pleased to announce that the group has entered into a white label channel agreement with Yahoo! SouthEast Asia Pte. Ltd. to make available Asiatravel.com's full range of travel products on an independently-branded site.

The independently-branded site will be jointly owned by Yahoo! and Asiatravel.com. The site shall make available Travel Products for online bookings and payment.

The white label site will offer the most compelling range of travel products in the market place for consumers and these are priced very competitively. The site will be in the English language and will primarily target travelers to Asia and the Middle East.

Asiatravel.com will develop, host, operate and maintain the white label site and Yahoo! will offer its expertise in User Experience Design and also promote the site on a worldwide basis through the use of its online advertising products.

Visitors to the white label site will be able to book and enjoy instant confirmation from Asiatravel's portfolio of more than 50,000 hotels worldwide and flights from major airlines departing from all major airports in Asia and the Middle East.

Said Mr. Boh Tuang Poh, Asiatravel.com's Executive Chairman: "We are very excited to enter into this agreement with Yahoo! the dominant Internet brand in the Asia Pacific region. Yahoo!'s reach of more than 500 million worldwide users represents a huge market and prospects for our full range of compelling and competitively priced travel products. We look forward to reaping the benefits of Yahoo!'s efforts to publicise and drive traffic to this white label site."

Yahoo! SouthEast Asia's Vice President and Managing Director, Mr. Ken Mandel, said: "We're very happy that Asiatravel.com recognizes the importance of our global network and its ability to drive significant numbers of users to this site."

BY ORDER OF THE BOARD

Submitted by Boh Tuang Poh, Executive Director, on 19th December 2008 to the SGX.