

News Release



Carlson Wagonlit Travel Canada Builds Momentum with Addition of Nine Associate Agencies in 2009

Largest growth in Quebec market with addition of seven branches

MINNEAPOLIS, December 29, 2009 — Carlson Wagonlit Travel North America (CWT) today announced that CWT Canada added nine leisure travel agencies to its Associate program during 2009. These additions are indicative of year-over-year growth for CWT Canada's leisure business with momentum expected to continue in 2010.

CWT Canada's leisure travel business comprises wholly owned locations and Associate partner agencies across the country. The CWT Associate program offers a unique opportunity for independently owned, local travel agencies to partner with CWT to grow and enhance their businesses. The program focuses on providing its members with best-in-class technologies, support via marketing materials and dedicated resources, and the ability to provide travel services in several of CWT's client membership programs, including the Royal Bank of Canada's RBC Rewards[®] program, of which CWT is the exclusive travel sponsor, as well as the CARP member travel program. CWT also extends to its Associate agencies access to exclusive travel offers and services negotiated by CWT with its strategic partners.

Acceptance into the CWT Associate program is based on demonstrating a leading local market position and a strong reputation for delivering exceptional customer service. Agencies that join the program must complete training on CWT's culture and programs, attend regular meetings, and abide by CWT corporate guidelines related to branding, accreditation, and general business standards. Additionally, CWT Associates are expected to take an entrepreneurial approach to managing their businesses and value the opportunity to grow by partnering with a global brand like CWT.

Associate branches new to CWT Canada in 2009 include:

In Quebec:

- CWT/Nicole & Cie Voyage in Vaudreuil-Dorion
- CWT/Contact Amérique Voyage in St-Sauveur
- CWT/Voyages Le Survenant/Navigair in Montreal
- CWT/Voyage Clair de Lune in St-Rémi
- CWT/Voyages Mont St-Hilaire in St-Hilaire
- CWT/Voyages St-Joseph-du-Lac in St-Joseph-du-Lac
- CWT/Voyages Constellation in Montreal

In Manitoba:

- CWT/Legacy Travel in Winnipeg

In Ontario:

- CWT/Crone Travel in Whitby

"Given the continued growth in CWT Canada's leisure business, increasing the number of branches in our Associate program has been and will remain a key priority. However, what is most impressive is the quality of agencies we are attracting, which is critical to CWT since our wholly owned businesses ultimately share customers with the Associate agencies in our program," commented Mike Thompson, Vice President, Leisure Travel, CWT North America.

Bob Franklin, co-owner of CWT/Legacy Travel in Winnipeg, Manitoba, became a CWT Associate agency in May of 2009. "From the first day of working together, CWT has exceeded my expectations," he said. "The availability of the management team to provide support whenever we need it, and the access we have to CWT's member travel programs, have already driven new business through our door since joining the CWT network."

Thompson added that CWT's Quebec market achieved 20 percent year-over-year growth in 2009 via its Associate program. In addition to Quebec being a significant travel market based on its geographic size, Thompson credited CWT's growth there to the company's service-based approach with Quebec customers.

For more information on participation in the CWT Associate program, please contact Karen Salviato at +1 416-679-6462 or ksalviato@carlsonwagonlit.com.

About Carlson Wagonlit Travel

Carlson Wagonlit Travel (CWT) is a global leader specializing in business travel management. Present in more than 150 countries, CWT serves companies of all sizes, as well as government institutions and non-governmental organizations. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel program in terms of savings, service, security and sustainability. The company is also committed to providing best-in-class service and assistance to travelers. CWT services and solutions comprise four lines of business: Traveler & Transaction Services, Program Optimization, Safety & Security, and Meetings & Events. In 2008, sales volume for wholly owned operations and joint ventures totaled US\$27.8 billion. For more information, please visit www.carlsonwagonlit.com.

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