

00 Company Backgrounder



What is TravelMUSE?

- The online destination for finding inspiration and planning trips.
- A start-up company that empowers people to imagine, experience and share their travels.
- A travel planning Web site that makes travel planning simple and fun!

Why is TravelMUSE Different?

TravelMUSE helps people save time and make better decisions at every step of the travel planning process. Combining inspiring travel content with powerful planning tools, TravelMUSE:

- Simplifies travel planning with the **TravelMUSE Planner**. Decide where to go, discover what to do, organize your schedule and print a free personal guidebook. Invite co-travelers to participate in planning too!
- Presents the industry's first **Inspiration Finder™**. Discover and compare destination ideas that match personal preferences, needs and constraints.
- Provides inspiration and ideas through original editorial, destination guides and breathtaking photography.
- Offers trusted air, hotel, car rental, cruise and package booking options when ready to purchase.

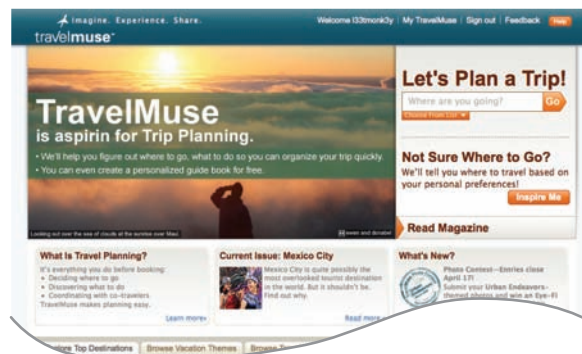
TravelMUSE Technology

Using all open-source, Java-based technology, TravelMUSE can deliver more sophisticated features faster with fewer resources than traditional online companies. The TravelMUSE technology platform aggregates relevant travel information and services from multiple sources in one place.

Online Travel Opportunity

Travel is the No. 1 online retail sector, and according to Forrester Research, the market will grow to \$94B by 2010 in the United States alone—up from \$84B today.

Source: Forrester's Online Leisure and Business Travel 2008-2013 Forecast



Management and Investors

TravelMUSE was founded by avid travelers in May 2007. The Company has venture backing from Azure Capital Partners and California Technology Ventures. The team hails from various technology, travel and media backgrounds:

- **Kevin Fliess, CEO & Co-Founder:** former VP Product Marketing, Emerging Solutions, SAP
- **Eric Wood, VP Product Design & Co-Founder:** former Director of Imagineering at SAP
- **Russ Lemelin, CFO:** former CFO and Interim CEO at SideStep
- **Cyril Bouteille, VP Engineering:** former CTO at Peerflick; Chief Architect at Hotwire
- **Donna M. Airoidi, Editorial Director:** former Executive Editor/Travel Editor, Incentive Magazine
- **Fiona Ashley, Director of Marketing:** former Senior Brand Manager and Business Analyst at SideStep
- **Jay Gabany, Director of Product Management:** former Director of Product Management at Rearden Commerce and GetThere

Partner With TravelMUSE

Content publishers can add the TravelMUSE Plan-It! widget directly to their Web sites or blogs, making travel research and planning more efficient.

www.travelmuse.com/about/partner-with-travelmuse.html

Partners



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