

WAYN.com Integrates Kayak Search and is Selected as a Top 100 European Start-up by Red Herring

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WAYN (Where Are You Now), the world's largest online social networking and travel community with over eight million members is thrilled to make two exciting announcements.

WAYN has entered into a collaborative partnership with Kayak.com to provide its members with the ability to search hundreds of other travel websites in real time for the best travel deals available. Through Kayak's integrated flight search service WAYN users will be able to search for the most competitive fares online, regardless of where in the world they are based. The Kayak search facility available on WAYN.com lets users look at a full range of flights quickly and efficiently based on the exact criteria selected. Results are displayed according to relevancy, available price and itinerary combinations. Kayak then links travelers directly to airline websites to facilitate a seamless purchase path, which means users avoid paying service fees often charged by online agencies and can benefit from additional incentives like reward points and upgrades. The partnership with Kayak is a key strategic move to combine social networking with travel services, supporting WAYN's aim to improve the customer experience and introduce a variety of innovative trip-planning services. The new flight search function on WAYN.com will initially be launched as a beta service and will see a number of releases over time as the site uses customer feedback to improve functionality.

Jerome Touze, co-Founder and co-CEO of WAYN commented 'This is a landmark period for WAYN.com as we forge a strong partnership with the world's leading travel search site and expand upon WAYN's product offerings.'

WAYN has also been selected by Red Herring magazine as one of the Top 100 European start-up companies. The Red Herring 100 Europe award is given to the top 100 private technology companies based in the EMEA (Europe, Middle East and Africa) region each year. Red Herring's editorial staff rigorously evaluated more than 700 private companies through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy and dedication to research and development.

Red Herring's lists of top private companies are an important tradition in identifying new and innovative technology companies and entrepreneurs. Companies like Google, eBay and Skype were spotted in their early days by Red Herring editors and touted as leaders that would change the way we live and work. To honor the CEOs of Red Herring 100 Europe companies, Red Herring has invited each CEO to present his or her company at its Venture Market Europe 2007 event in Cannes, France from March 25-27, 2007. Red Herring 100 winners will be listed on the company website at www.redherring.com.

'We are particularly pleased that our company has been recognized for its strength and potential by such a respected business publication,' said Jeremy Touze.

About WAYN

WAYN (www.wayn.com) offers a vibrant community where users can keep in contact with people they meet all over the world, make new friends based on where they plan to go and keep everyone back home informed of their whereabouts and adventures. Users are able to create a profile, log their past, present and future trips and locate other members based on location. Top services on WAYN.com apart from its global online forum, are photo storage, mailbox options, instant messenger, a travel guide, chatboards, worldwide SMS and a Kayak flight search function. WAYN currently reaches over eight million members in over 180 countries.

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