

## Travel Acquisitions Group Acquires TraveLeaders from American Leisure Group Limited

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Travel Acquisitions Group (formerly Carlson Leisure Group) and American Leisure Group Limited announced that TAG has acquired TraveLeaders from ALG's significant subsidiary American Leisure Holdings, Inc. TAG also named travel industry veteran Alan Hale as TraveLeaders' new president.

Terms include a long-term strategic alliance agreement designed to enhance the travel component of ALG's business plan. Malcolm Wright, CEO of ALG stated, "We are very pleased with this transaction, which is expected to significantly enhance the travel component of our business model. Specifically, we believe that the relationship with Travel Acquisitions Group, and the expansion of our Company's leisure travel platform will benefit both our clients and our resort management division by contributing significantly to occupancy and revenue per room night at our Sonesta Orlando Resort, which is scheduled to open later this year."

TraveLeaders will maintain its distinct brand identity and Florida headquarters as it becomes a subsidiary of TAG's The Travel Franchise Group, a company led by Roger E. Block that currently includes Carlson Wagonlit Travel Associates, Cruise Holidays, Results! Travel and SeaMaster Cruises.

"Our growth plans are well documented and we're very pleased to welcome our new colleagues from TraveLeaders," stated Mike Batt, Chairman and CEO of Travel Acquisitions Group. "This acquisition demonstrates our continued commitment to grow, and in the months to come we will be announcing further activity that will support both our company-owned and our franchisees' growth plans."

Based in Coral Gables, FL, TraveLeaders has been operating for over 37 years and is one of the largest travel services distribution companies in North America offering diverse travel opportunities throughout the world. The Company provides clients with a comprehensive range of business and vacation travel services, including corporate travel management and leisure sales. TraveLeaders' integrated multi-channel distribution model offers its customers the choice of traditional brick and mortar agencies, dedicated on-site corporate travel departments, and the latest advancements in travel Internet technology and e-commerce capabilities. In 2007, TraveLeaders arranged travel bookings of \$223.3 million through its nine full-service agencies in Florida, California and Ohio, as well as through its other virtual and corporate on-site locations throughout the United States.

The Minneapolis-based TAG is comprised of over 1700 franchised and company-owned locations with combined travel bookings that currently exceed \$5 billion, enough to make it the eighth largest travel company overall in the United States.

"TraveLeaders is a solid business with an extremely experienced staff, and we're excited to bring it under The Travel Franchise Group umbrella," stated Roger E. Block, president of The Travel Franchise Group. "While TraveLeaders will not convert to one of our franchised brands at this time, its healthy mix of corporate and leisure business closely aligns with that of our Carlson Wagonlit Travel Associates, and we believe there are a number of synergies we can achieve for our franchisees by bringing TraveLeaders into our fold."

In naming Alan Hale as TraveLeaders' new president, Block noted that clients and employees alike could look forward to entrepreneurial leadership from a respected industry veteran of over 20 years. "Alan helped transform Adventure Travel from a local travel agency into a national presence with a great customer-service reputation," Block added. "His tremendous experience in managing a staff of nearly 200 across 10 branches in several states dovetails nicely with TraveLeaders' needs. We look forward to his leadership role in further growing this exceptional company."

The former Carlson Leisure Group is now known as Travel Acquisitions Group (TAG) to reflect a forward-thinking growth-oriented core philosophy and culture. Travel Acquisitions Group was formed in January 2008 when travel and hospitality giant Carlson sold its Carlson Leisure Group to the management team led by Mike Batt.

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