

Contact enhances eConcierge™ platform with Canadian Tourism Commission content

Vancouver, Canada, July 29, 2010 – With rising demand for eConcierge from travellers around the world, Contac Services, Canada's largest direct marketing, printing and fulfillment company, is pleased to announce it has expanded the eConcierge platform by adding a spectacular library of Canadian images and videos from the Canadian Tourism Commission (CTC) today.

The eConcierge platform provides travellers with a unique and engaging vacation experience by providing a personalized website that is created just for them. Using the website, travellers are able to view their itinerary and share the details with friends and family through their Twitter and Facebook profiles. eConcierge also provides a powerful travel organizer where users can view past or upcoming trips and add photos to create a virtual scrap book of their travels. Adding to this already remarkable platform is the addition of the impressive library of Canadian images and videos amassed by the CTC.

Collecting this extensive library was no easy feat. The CTC sent film crews from coast to coast to capture Canada's symbolic beauty to develop a truly remarkable travel experience. The library provides a broad range of images and video that are visually stunning. Among the library are such iconic gems as views of the coastal cities of Vancouver and Victoria, the dramatic natural wonders of Whitehorse, the elegant scenes of the country's capital in Ottawa, the night-life of Toronto and Montreal and the unique beauty of the Atlantic provinces.

These are Canadian-wide places where eConcierge travellers can explore shopping, museums, galleries, nightclubs, world-class cuisine and theatre without missing a beat. With help from the CTC, no matter the Canadian destination, inspiration is always within easy reach with eConcierge.

"This library brilliantly captures the essence of our country," says Walid Salem, Executive Director, E-Marketing with the CTC. "It will inspire anyone with an appetite for new and unexpected travel experiences. We hope it promises a trip less ordinary and turns it into something extraordinary."

"We're thrilled to add this truly spectacular library to the eConcierge platform," says Contac's President and CEO, Riaz Pisani, "I applaud the CTC for giving visitors a reason to explore our amazing country."

About Contac Services Inc.

Contact Services Inc. (Contac) a national, multi-disciplinary leader provides one to one marketing solutions for the travel, hospitality, and entertainment industry. Contac blends its full suite of products and services with new cutting edge technology to provide a completely integrated end to end supply chain management system that gives clients winning and measurable results. In its 35th year, it provides a full suite of products and services to a variety of clients across its eConcierge, supply chain management, online marketing, and travel technology solutions for major brands around the world. For more information, visit our Web site at www.contacservices.com.

About the CTC

The CTC is Canada's national tourism marketing organization. Our vision is inspiring the world to explore Canada. With our partners in the tourism industry and the governments of Canada, the provinces and the territories, we advertise and market Canada in 12 countries around the world, conduct industry research and studies, and promote product and industry development. For daily updates on CTC initiatives, subscribe to CTC News, available through RSS feeds and by e-mail.

Media Inquiries:

Contact Services
Holly McLennan
Marketing & Communications Manager
604.808.1244
Holly.McLennan@contacservices.com