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## PRESS RELEASE

### **BCD TRAVEL CONSULTING BECOMES 'ADVITO' TO MEET GROWING DEMAND FOR INDEPENDENT CONSULTING SERVICES**

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**DALLAS and LONDON, Oct. 18, 2006** – BCD Travel Consulting announced today that it will provide services under the brand “Advito.” The move is aimed at meeting the skyrocketing demand for valuable, independent advice that helps corporations streamline the increasingly complex sphere of corporate travel.

Today’s announcement follows talks with customers who expressed a desire for what few consulting firms can deliver – unbiased advice from an independent consulting organization with deep industry knowledge and close ties to a leading travel management company.

“Our clients have said they want objective consulting services delivered with a customized approach,” said Mary Ellen George, general manager of Advito. “As Advito, we more accurately reflect our unique position as an independent operating unit of BCD Travel. At the same time, we are maintaining a close link with BCD Travel, which affords us access to data and other key benefits. This is something our customers are very keen on.”

The Advito name links the concept of “advice” with “ito,” a form of the Latin root for “journey” or travel. Together with Advito’s strapline, “Good advice travels far,” the name perfectly expresses who Advito is and what its consultants deliver.

The Advito executive team, listed below, boasts an average tenure of 20 years in travel and consulting, and includes recognized experts with records of delivering value and vision.

- Mark Williams, vice president, global business development
- Bob Brindley, vice president, Americas
- Maria Chevalier, vice president, global business intelligence
- Torsten Kriedt, senior director, global practice development
- Victor van Tol, vice president, EMEA/APAC

**Subject**

BCD Travel Consulting becomes 'Advito'

“What Advito brings to the industry,” George said, “is a focus on objectivity and proven methodologies, such as what you’d see in a top management consulting firm. But we also bring industry expertise and access to data that come through our link to a world-class travel management company. Most importantly, we bring proven results for our clients, illustrated by the fact that we have a 95 percent client re-engagement rate.”

Advito will deliver services through six key disciplines:

- Travel Management Strategy
- Travel Policy and Governance
- Sourcing Management
- Process Automation & Integration
- Performance & Contract Management
- Travel Management Structure & Set-up

Advito will carry on its record of providing thought leadership to the industry, continuing to publish industry forecasts, benchmark studies and other analyses that help clients overcome the increasingly complex issues affecting their travel programs.

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**About Advito**

Advito provides travel management consulting services that guide clients through a complex travel environment. Advito’s focus on consulting delivers proven value, unbiased counsel and a customized approach for every client and every engagement, together with industry expertise and access to data to drive quantifiable decision-making. Advito is headquartered in London and operates in key business markets around the world. Advito is an independent operating unit of BCD Travel, the world’s third-largest travel-management company, owned by BCD Holdings N.V.

**About BCD Travel**

As a leading provider of global corporate travel management, BCD Travel simplifies and streamlines the business of travel. This benefits our client’s organization on every level: from the bottom-line to the business traveler. BCD Travel operates in 96 countries on five continents, with USD\$12 billion in total sales and a combined worldwide work force in excess of 12,000. BCD Travel is a BCD Holdings N.V. company. For more information visit [www.bcdtravel.com](http://www.bcdtravel.com).

**About BCD Holdings N.V.**

BCD Holdings N.V., a Dutch family-owned company founded in 1975 by John Fentener van Vlissingen, is a market leader in the travel industry and successful niche player in the financial services industry. The BCD Holdings companies are BCD Travel (global corporate travel management), Park 'N Fly (off-airport parking), TRX (travel transaction processing and data integration services), Airtrade (leisure travel) and Primary Capital (real-estate financing). The company employs approximately 14,000 people and operates in 96 countries with total sales, including franchising, of USD\$ 13 billion. For more information visit: [www.bcd-nv.com](http://www.bcd-nv.com).