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PRESS RELEASE

GEORGE ODOM JOINS ADVITO

Former Leader of Travel and Corporate Meetings Services leaves Eli Lilly to join global consulting team

DALLAS and LONDON, July 10, 2007 – Advito, an independent consulting division of BCD Travel, today announced as part of its continuing expansion of its business that George Odom, the former leader of travel and corporate meetings at Eli Lilly, has joined the company's Global Business Development team as Senior Director.

He will report directly to Mark Williams, vice president of global business development. Odom will draw on his extensive expertise in the travel management sector, in which he will be responsible for further developing business. "With 17 years of travel management experience, George brings an incredible wealth of knowledge and wisdom to Advito," said Mark Williams. "His proven track record of managing travel sourcing will greatly benefit the Advito organization and we're honored and excited that he has chosen to join our team."

Prior to joining Advito, Odom spent over sixteen years as department head of travel services for Lilly, where he was instrumental in developing and implementing strategic sourcing strategy for the company's travel and meetings program. Regarded as an industry pioneer in meetings consolidation, Odom has also held positions in meeting planning, symposia coordination, sales training, and new product licensing.

"George is widely respected as a leader in the travel and meetings sector, as he has shown by winning the ACTE Distinguished Fellow Award in 2003 and being recognized by both *Business Travel News* and *Meetings and Conventions* magazine as a leader in the industry," said Mary Ellen George, general manager for Advito. "He will be an integral part of our team, providing credible counsel and a bold vision for travel management in the marketplace."

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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 Dallas 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. For more information, visit www.advito.com.

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 more than 90 countries on five continents, with US\$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.

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 more than 90 countries with total sales, including franchising, of US\$ 13 billion. For more information visit: www.bcd-nv.com.