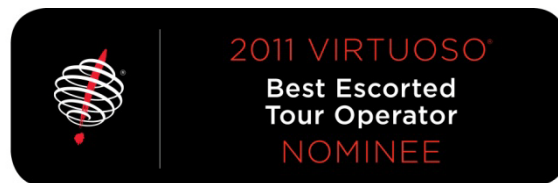


BRENDAN VACATIONS

Taking You Personally

FOR IMMEDIATE RELEASE
July 20, 2011



**BRENDAN VACATIONS NOMINATED
'BEST ESCORTED TOUR OPERATOR'**

For Virtuoso®'s Annual Peer-to-Peer Awards

Chatsworth, CA – [Brendan Vacations](#) has received a nomination as 'Best Escorted Tour Operator' by leading luxury travel network, Virtuoso®, for 2011. Named among an elite group of industry peers, Brendan Vacation's latest accolade continues to highlight a long-standing tradition of exemplary personalized service and quality product. Brendan Vacations was nominated by various Virtuoso Members. The winner will be selected by a peer-to-peer voting Member process and will be announced at Virtuoso's annual "Travel Mart Destination Dinner & Gala" – this year taking place in Las Vegas in mid-August.

"This nomination is an extremely important acknowledgement of our commitment to Virtuoso's travel advisors, and to providing unparalleled service and unique products," said Nico Zenner, President of Brendan Vacations. "Brendan's relationship with Virtuoso continues to strengthen as we continue to increase our immersive and experiential travel offerings in sought after destinations worldwide."

In June, Brendan Vacations was named "Best Tour Operator" for Australia, New Zealand and South Pacific by travel trade magazine *TravelAge West*, another accolade highlighting the company's strong industry position and product, and service offering.

"Brendan Vacations is one of our key escorted tour operators. Virtuoso travel advisors have strongly supported the Brendan product line this year in Ireland and emerging destinations, such as South America. This nomination is in recognition of their success within the Virtuoso network," says Cece Drummond, Director Tours & On-Sites at Virtuoso.

For over 40 years, Brendan Vacations has been innovating escorted travel by becoming the first tour operator to introduce bed & breakfast accommodations in escorted tour itineraries in Ireland. It was also the first to launch its 'Boutique Escorted Vacations' programs in Ireland,

allowing for small luxury motor coach experiences focused on culinary, luxury castle and authentic manor experiences, among others .

Today, Brendan Vacations operates immersive and highly-experiential Escorted Vacations in Australia and New Zealand, and the Latin American countries of Argentina, Brazil, Costa Rica and Peru by contracting directly with ground operators and suppliers, and tapping into its vast resources. In 2012, Brendan Vacations will expand its horizons as it launches unique and definite-departure Escorted Vacations in Eastern Europe, including the Balkans, Romania and Bulgaria - and in some of Europe's most popular cities, including Italy.

About Brendan Vacations

[Brendan Vacations](#) is a leading US tour operator offering a wide selection of Escorted, Independent, Locally Hosted and Group travel options. Established in 1969, and true to its Irish roots and traditions, the company's portfolio now includes over 800 packages and 10,000 hotels in Ireland, the UK, Europe, Egypt, Asia, Australia, New Zealand, Tahiti, Fiji, Mexico, South and Central America. With high quality products, friendly service and competitive pricing, Brendan Vacations offers memorable experiences for every client. Headquartered in Los Angeles, Brendan Vacations is a respected brand of [The Travel Corporation](#) and employs over 100 travel professionals. A satellite office in Ireland contracts product and manages inbound traffic for cruise lines, incentive houses, meeting planners and tour operators. Brendan Vacations is a founding member of USTOA and other professional affiliations include ASTA, PATA, OSSN and NTA. CST#2084503-20

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