

TripMela.com Enters into Strategic Partnership with TravelLab, A Leading European Travel Search Company

TripMela Will Be First Travel Deals Publisher in India to Launch Travel Metasearch, Consumers Will Benefit from Lower Fares and Time Savings

Mumbai, Maharashtra, IND, 2007-04-30 11:00:00 (IndiaPRwire.com)

TripMela.com, India's best source for online travel specials, announced that it has entered into a strategic partnership with TravelLab, one of Europe's leading meta search companies, to launch a travel metasearch tool focusing on the Indian travel market. The new functionality, which consumers will soon be able to access on TripMela's website, will allow consumers to search multiple airlines and online travel agencies with just one click.

TripMela will continue to offer a daily selection of great travel deals for India as well as its famous Top 10 Best Deals weekly newsletter. Thousands of travellers in India have already signed up to receive this free weekly newsletter.

In addition, TripMela's visitors will soon be able to use TravelLab's unique metasearch technology to find the best airfares without having to visit multiple websites.

Online travel agencies and airlines also benefit from working with TripMela and TravelLab. Agencies and airlines will enjoy lower distribution costs because consumers book directly on their website --their lowest cost sales channel. And by bringing new consumers directly to travel suppliers, TripMela helps suppliers to develop closer relationships directly with their customers.

'We are certain that our price-savvy customers will be thrilled with the selection of low fares they'll find with the new airfare meta-search functionality on TripMela.com,' said Jared Blank, CEO of TripMela.com. 'Our online travel agency partners have been extremely pleased with the number and quality of customers they've gained from working with TripMela.com. This new tool will drive even more qualified customers directly to the travel agency websites.'

Marcus Nyman, CEO of TravelLab, added, 'We are delighted to announce this partnership with TripMela as it will allow India's travelers to enjoy TravelLab's unique metasearch technology to compare airfares quickly and easily, just as our users have been doing throughout Europe and South Africa.'

TripMela is not an online booking site. Reservations are made directly with our partners, so consumers always know where they're booking. TripMela is focused solely on bringing together the best travel specials available to India's travelers. Travelers benefit because they no longer have to sift through deals that are targeted to American or European travelers.

- END -

About TripMela, Inc.

TripMela.com is India's only online publisher of airfare specials, hotel deals, and great travel packages. No other website brings together travel deals specially tailored for India's travelers. Our

goal is simply to work with travel companies to bring you the lowest fares and cheapest hotel rates tailored for India's growing travel population. In addition to publishing new deals daily at tripMela.com, every Tuesday we send out the 10 Best Deals Weekly Newsletter, with our hottest specials for the week. Signup is free and tailored to India's travelers--no more will you have to sift through travel deals to places you don't want to go.

About Travellab

TravelLab is a leading technology provider of travel search solutions for airfares, hotels, rental cars and holidays. TravelLab's solutions empower users to find the best rates from multiple providers through a single search. Travellers save time and money, while suppliers and travel agencies get high quality visitors to their website. TravelLab's technology can also be used to data-mine aggregated pricing data to be used in supporting yield managers and online sales departments in optimizing their revenue. TravelLab's travel search technology currently powers several leading price-comparison and travel websites in Europe and South Africa.

Tripmela, Inc.
2166 Broadway
Suite 6F
New York, NY 10001

Media Contact:

Jared Blank, CEO
917-541-0212
jared@tripmela.com

For more information, Please contact:

Vikram Sehgal

President & Founder - Tripmela, Inc.

You can also visit www.tripmela.com for more information.