



**MEDIA  
CONTACTS:**

Jill Harrison

[Jill.harrison@travelocity.com](mailto:Jill.harrison@travelocity.com)

682-605-5716

**TRAVELOCITY WINS BEST OVERALL BRANDING AWARD FROM  
THE ASSOCIATION OF TRAVEL MARKETING EXECUTIVES**

**SOUTHLAKE, Texas – June 26, 2008** – The Association of Travel Marketing Executives (ATME) recently awarded Travelocity with the ATME ATLAS 2008 Best Overall Branding Award for the Roaming Gnome campaign. Beating out many other entries, Travelocity was honored for displaying breakthrough thinking and leadership in marketing, with effectiveness and positive results. The award was presented at the 28<sup>th</sup> Annual Atlas Awards banquet at the Red Rock Casino in Las Vegas, on June 12.

“We are thrilled that so many people have connected with and love our Roaming Gnome,” said Jeff Glueck, chief operating officer for Travelocity. “He has been very effective in reaching out to travelers, and I have to say that he is very easy to work with.”

The Association of Travel Marketing Executives' ATLAS Awards are the only results-driven marketing awards in the travel industry. The awards recognize breakthrough thinking and promote achievements in the creation and execution of travel marketing initiatives in several key areas. Winners are chosen by peers and other marketing executives, rather than the usual nomination process.

“The panel that chose the Roaming Gnome for this award was impressed that the campaign was able to reach and inspire so many travelers, with such positive results,” said Kristin Zern with the Association of Travel Marketing Executives.

Travelocity’s Roaming Gnome became the spokesperson of Travelocity in January 2004, and since then he has been seen traversing the globe on his many adventures. Last year Travelocity’s Travel For Good program won an ATLAS Award in the “Inspiration” category, which is given to companies who have done something good to benefit others or the world.

#### **About Travelocity Global**

Travelocity® is committed to being the traveler’s champion -- before, during and after the trip – and provides the most comprehensive and proactive guarantee in the industry ([www.travelocity.com/guarantee](http://www.travelocity.com/guarantee)). This customer-driven focus, backed by 24/7 live phone support, competitive prices and powerful shopping technology has made Travelocity one of the largest travel companies in the world with gross bookings of more than U.S. \$10 billion in 2007. Travelocity also owns and operates: Travelocity Business® for corporate travel; igougo.com, a leading online travel community; lastminute.com, a leader in European online travel; and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation, a world leader in travel marketing and distribution.

###