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Denmarks largest news and media corporation TV 2 enters the travel-industry:

Buying a share of the site Momondo.com

TV 2 seeks to develop the number one travel-site in Denmark by joining forces with the danish search engine Momondo.

Internationally renowned for providing free, trustworthy and fast help to plane-ticket-seeking visitors, Momondo is now looking to expand its site to a general and wide-appealing travel-community.

- The team behind Momondo has developed a fantastic technology and a search engine with the most comprehensive coverage on low-budget agencies in the world. Such a search engine is the cornerstone in a travel-site looking to be the best, although a splendid technology alone doesn't do it. TV 2's travel-site will also have editorial as well as user-written information not to mention price comparison features on hotel-booking and car rental - says CEO in TV 2, Per Mikael Jensen. This engagement is one of those aiming to considerably raise traffic on TV 2's site. Momondo doesn't sell tickets, but simply passes the visitor onto the travel agencies sites. Therefore, the ambition is not to sell anything, but to inform people where the cheapest ticket available.

- Making the travel industry more transparent is our primary goal and with the TV 2-agreement, this has come a lot closer. They're a media group with a will to risk and innovate and the ability to always be at the top of the game. That's why they're perfect for us - says former vice executive in the danish department of the airlinecompany SAS, Jens Willumsen, who recently joined Momondo as head of the board. Momondo was created by Founder-CEO Thorvald Stigsen and launched on september 1, 2006,

For further information;
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