



EXPRESSEN

Swedish TV4 and Expressen launches a great new travel site with Momondo.com

The Danish travel search engine Momondo is one of the key actors behind one of the biggest online adventures in Sweden within the travel industry.

Scandinavia's biggest commercial television group, TV4, is now launching a brand new travel site, www.resor.nu in cooperation with Sweden's second largest newspaper Expressen and the travel search engine Momondo.com. The site is built on Momondo's search technology and the launch is followed up by a big nationwide advertising and marketing campaign in Sweden. TV4 and Expressen will use all their available channels to quickly get the Swedes to open their eyes to resor.nu and the search technology of Momondo.

"We have long been searching for the right partner for us within the travel industry, and in Momondo we have not only gained access to a unique search technology which is among the best in world. We are also looking forward to working with Momondo's executives, who have been fantastically skilled at developing their business and conquer new markets," says Mattias Fyrenius, Director of new media in TV4.

The effect of the cooperation is that Momondo's different functionalities within price-comparison will be available on tv4.se and Expressen's new travel site (www.resor.nu), which is launched 6th of April at 1 pm.

"The agreement with Swedish TV4 and Expressen is consistent with our international plans. We believe that we have found the right partners in Sweden, which again may help us to make the Swedes aware that there is a place online where you can get a price transparency before you buy your plane ticket. A place that helps the travelers to be smart-buyers," says Partner of Momondo, Martin Lumbye.

The cooperation comes shortly after Momondo has received this year's Danish e-commerce price within the travel and tourism category. The possibility of cooperation has again been raised when

Norway's largest newspaper, World Gang (VG), and the Norwegian Consumer Council independently elected Momondo as the best player on the market.

Link to the Norwegian Consumer Council publicity momondo.com (in Norwegian):

http://forbrukerportalen.no/Tester/2009/slik_finner_du_de_billigste_flybillettene?expandedtopic=1254816573.42

Facts about momondo.com:

Momondo was launched in 2006 and has in three years grown to become the Danes favorite travel search engine. Momondo has been recommended by The New York Times, CNN, CBS News and The Daily Telegraph. Most recently the U.S. travel guru, Arthur Frommer, and some of the world's leading travel magazines, Sherman's Travel, Travel and Leisure recommended Momondo.com as the site in which to find airfare / hotel / car, when you want to travel.

Link to Travel and Leisure's article on Momondo.com: "... how can this site really be better than the rest?"

<http://www.travelandleisure.com/blogs/carry-on/2010/2/8/find-flights-for-less-on-momondocom>

Links to Sherman's Travel article on Momondo.com "Momondo is the new website two beat":

http://www.shermanstravel.com/blogs/savvy_flyer/2059/find-great-fares-on-momondocom

Momondo has put all climate-friendly high-speed trains in Europe into the flight search because it often is a faster and cheaper alternative.

Contacts:

Mattias Fyrenius, Direktør/tv4 new media:

Work: +46 733 40 18 47

mattias.fyrenius @ tv4.se

www.resor.nu

Martin Lumbye, Partner / momondo.com:

Work: +45 33 37 80 75

Mobile: +45 20 68 87 01

ml@momondo.com

www.momondo.com