

NEW BUSINESS TRAVEL BRAND SET FOR GLOBAL TAKE-OFF

FLIGHT Centre Limited will create one of the world's largest business travel brands by consolidating and expanding its international corporate travel operations.

The company will unify its \$1.5 billion-a-year stable of corporate brands with the launch of a new international brand, **FCm Travel Solutions**.

Flight Centre Limited will also expand FCm globally by licensing the name to local operators overseas and, in some cases, strategic acquisition.

FCm will encompass the Corporate Traveller, SBT, Stage&Screen, Ci Events, Campus Travel and Kistend Travel brands, AIT in Hong Kong, the company's China joint venture and, eventually, the TQ3 businesses in Australasia and the United Kingdom.

Together, these brands employ more than 1100 people in Australia, New Zealand, the UK, the USA, Canada, South Africa, Hong Kong and China.

Flight Centre Limited managing director Graham Turner said the development of FCm would give the company strong global brands in both leisure and corporate travel.

Mr Turner said Flight Centre had developed into an internationally recognised leisure brand and FCm would become the corporate flagship, as the first Asia-Pacific-based global travel management company.

"With our existing corporate brands, we are a leading business travel provider in Australasia and one of the largest players in the UK," he said.

"We also have an expanding presence in South Africa, North America and Asia, through AIT in Hong Kong and our joint venture in China.

“Now we will build on this presence by taking advantage of licensing and strategic acquisition opportunities in the three major corporate regions – Asia-Pacific, UK-Europe-Middle East-Africa and the Americas – to develop a comprehensive worldwide network.

“In FCm, we will create a strong new brand catering for travel accounts of all sizes and gain control of our destiny in the corporate travel area. We will have the freedom to deliver an improved service to our customers, enhanced negotiating power and the ability to develop a uniform information technology platform.”

FCm general manager Anthony Grigson said the licensing arrangement would allow FCm to form long-term strategic partnerships with successful local operators. He said licensees would be handpicked in key international markets, with a network development team already in place.

“We will choose the right partners with expert local knowledge to ensure FCm clients enjoy the full benefits,” he said.

“Licensees will remain the key drivers of business performance in their markets and will gain access to new tools to incorporate into their successful businesses to ensure FCm customers receive better options and better service – through our mix of local choice and global support.”

The TQ3 Travel Solutions businesses in Australia, New Zealand and the UK will be rebranded after Flight Centre Limited satisfies existing licensing arrangements with TQ3. These arrangements expire at the end of 2004 in Australia and New Zealand and at the end of 2008 in the UK.

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