



ANDERSON VACATIONS.ca

**FOR IMMEDIATE RELEASE
JANUARY 1st 2005**

**ANDERSON TOUR'S ANNOUNCES NEW BRAND -
ANDERSONVACATIONS.CA – THE ONE STOP CANADA TRAVEL SOLUTION**

Corey Marshall, Vice-President of Anderson Tours, recently announced that Anderson has undergone re-branding and as of January 1st, 2005 will now be known as Anderson Vacations.ca. "With the expansion we've undergone over the past year, we had outgrown our old name," Corey said. "Anderson Tours no longer reflected the spectrum of Canadian travel products and services we can offer." The new name that does the job better is ANDERSON VACATIONS.

The company has been steadily moving towards becoming the one-stop Canada travel solution with the development of their Perfect FIT program and state of the art online technology. Anderson Tours historically is known for its Canadian motor coach touring program geared towards the 50+ traveler. However, in December 2003, Corey moved into the new Calgary office and successfully developed the "Perfect FIT" program for those individual travelers who don't have time to plan a vacation; and yet wants to ensure the best possible experience for themselves and their families at the best price. Everything from hotels, activities, attractions, transportation and sightseeing services, can be booked on line at Anderson's website from one side of Canada to the other.

Before the Perfect FIT was launched in April 2004, the Marshall family, who has owned Anderson Tours for 10 years, had signed on 78 suppliers from Western Canada to support the network in year one's pilot program. "We needed to ensure the technology was free from error, and 100% effective," said Marshall. Now in Year 2 of operation with the technology fully tested, a full 378 suppliers have been contracted from across Canada to participate in the program and advertise their offerings through the Anderson website. This results not only in convenience for the customer, but financial savings as well. Year 2 will also see pre-made packages available to individuals to cut down even more on the

amount of time required to plan the perfect vacation. The technology also offers the ability to put down a deposit on your package and pay the final balance later. All products offered are commissionable to travel agents and Anderson has already established preferred relationships with ATCO Travel and Carlson Wagonlit.

As for the logo, it was developed from the idea of one mouse click bringing the complete Canadian solution to your monitor. Vacations replacing the word tours, as coach tours are vacations but independent packages are not tours. The Anderson name has always had a well-established excellent reputation in the world of touring and Corey Marshall was quick to point out that despite the change of name, the company still focuses on giving their customers the best possible service – either on-line, on the phone, or in person at either of their Alberta based call centers. In order to ensure this good service, the Calgary office staff are experts on the FIT program; while the Edmonton staff continue to develop and run their excellent escorted coach touring holidays. In this area a new series of Alaska/Yukon, and Rockies Circle tours have been developed for 2005 with a full nine departure dates to choose from for each. Plus some of the favorite escorted holidays from the past will be offered with more than one departure date this year.

Like people say – the more things change the more they stay the same – and this is certainly true in Anderson's case! Their record of excellent products has brought them new growth into new areas....but the excellent service offered by this "Trusted Friend in Travel" will always remain the same.

-60-

FOR MORE INFORMATION CONTACT:

Corey Marshall
Vice President
Anderson Vacations.ca
cmarshall@andersonvacations.ca
1-866-814-7378

Or

Jim Marshall
CEO/ President
Anderson Vacations.ca
jmarshall@andersonvacations.ca