

TRAVEL INDUSTRY TODAY

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Travelex Unveils New Streamlined Insurance Booking Site

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OMAHA, Neb., Oct. 5 /PRNewswire/ -- Travelex Insurance Services' new insurance booking and educational website is a direct result of feedback from surveys, personal interviews and focus groups. Travelex polled its agent partners and direct consumers to find that users needed a site that made learning about and buying travel insurance simple from start to finish.

"The new travelexinsurance.com website allows us to deliver comprehensive information to interested parties in a fresh and manageable way," stated Michael J. Ambrose, President of Travelex Insurance Services. "This new depth of information exchange drives added insurance sales, which is good for consumers, for our agency partners and for Travelex."

Tools for Everyone

Whether you want to learn about the peace of mind travel protection can provide, compare Travelex plans side-by-side or just a quick method to purchase, their new site has it all such as:

- Powerful Quoting Tool: To quickly research costs for multiple plans.
- Product Comparison Tool: To view comprehensive details for multiple plans side-by-side. Plans can be "hidden" from view as choices are narrowed.
- Fast Direct-To-Buy Process: For those who already know what they want to buy they can go directly to the purchase page from the homepage.
- Quick Product Views: Available on the homepage for short highlights of each product.
- Educational Sections: To find the numerous ways travel insurance can protect travelers from the unexpected, the latest news from Travelex and what's hot in the industry.
- Popular Features Section: To discover what plan benefits are currently in high demand.

More to Come

Additional innovations for the website are already in the works. Plans include a completely revamped "Agent Only" section of the site to be introduced to their agent partners later this year.

Travelex Insurance Services

Travelex Insurance Services is the Virtuoso Best Specialty Supplier Award winner for 2009. This is the second year Travelex has won the award by popular vote from Virtuoso's network of members.

Travelex Insurance Services, headquartered in Omaha, Nebraska, is one of the leading travel insurance businesses in the United States. Travelex, founded in 1996, delivers a wide range of travel insurance plans through travel agencies and tour operators, in major airports, online and over the phone by calling 1-800-228-9792. More information is available at www.travelexinsurance.com.

Travelex Group

Travelex is the world's foreign exchange and business payments specialist. The group is also one of the world's leading providers of outsourced travel money to banks, travel agencies and other financial institutions. The group serves businesses and individual travelers through nearly 700 banks, stores, malls and airports in four regions: the Americas; United Kingdom; Europe, Middle East and Africa; and Asia Pacific. For more information, visit www.travelex.com/us.