

Contac Procurement Platform Launched to Support Brewster's Agents

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Vancouver, Canada — After the successful launch of the eConcierge™ program for Brewster Vacations Canada in the summer of 2009, Contac and Brewster are continuing their partnership with the introduction of a new Procurement Platform to support travel agents.

Contac Procurement Platforms facilitate supply chain management, printing, procurement and logistics by integrating all functionalities into one online portal. A single source solution that streamlines business operations and offers a simple, cost-effective means of supporting travel professionals, the Brewster Procurement Platform is a unique, tailored website developed to meet the organization's complex needs.

"With the utilization of our eConcierge program, Brewster Vacations has already seen how valuable Contac's technology can be in providing customized, efficient service to their clients," says Riaz Pisani, Contac's President and CEO. "Now they have the opportunity to further enhance existing services by enabling their travel agent partners to place orders online for customized magazines, brochures, marketing, collateral and promotional tools."

Travel agents will be able to log on to an easy-to-use portal which seamlessly incorporates the ordering, printing and shipping processes, select their desired tools or resources, and enter their shipping preferences. Contac will then print and ship on-demand materials directly to the agent. Templates are created at Brewster's head office, ensuring consistency and unity in the marketing messages across the agency community.

"At Brewster Vacations Canada, it's all about personalization, not only in the vacation experience, but also in the planning process," explains Jim Fraser, VP Marketing & Planning, Brewster Inc. "This new site will allow travel professionals to create their own branded brochures and promotional flyers that display their logo, phone number and website."

To obtain access to the Brewster Procurement Platform, travel agents may visit www.vacationscanada.travel/travel-agents or contact their Brewster representative by emailing sales@brewster.ca.

About Contac

Originally founded in 1978 as a third party logistics company for the travel industry, Contac expanded its services to become a single-source solution providing the highest quality production, lowest cost and fastest distribution of marketing for major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto; Montreal; London, UK; and Miami, Florida. For more information, visit www.ContacServices.com.

About Brewster Inc.

Brewster Inc. has set a high standard of excellence for travelling in Western Canada and the Canadian Rockies for 118 years. As a leader in the Canadian tourism industry, Brewster provides an integrated system through multiple businesses to ultimately deliver outstanding travel experiences to its one million annual guests. Brewster's operating divisions include three must-see attractions (Banff Gondola, Minnewanka Lake Cruise, Columbia Icefield Glacier Experience), two hotels (Mount Royal Hotel and Glacier View Inn), independent and group package tour operations (Brewster Vacations Canada) and a motor coach fleet with award-winning driver guides (Brewster Motorcoach Charter Services, Airport & Resort Shuttle and Sightseeing Excursions). For more information, visit www.brewster.ca.

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