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PRESS RELEASE

BCD Travel named Most Admired TMC by readers of *The Beat*

ATLANTA, Oct. 2, 2009 – BCD Travel has been named 2009 "most admired travel management company" by the readers of *The Beat*, one of the most closely monitored publications in the corporate travel industry.

Results of the poll were announced Sept. 23 at The Beat Live, a conference held in Austin, Texas, by *The Beat's* publisher, U.S.-based ProMedia, and attended by the corporate travel industry's top thought leaders. *The Beat* readers also voted to have April Bridgeman, BCD Travel senior vice president of Strategic Marketing & Technology Planning, deliver a presentation at the conference on new technologies and the future of managed travel.

The Beat's readers include travel executives from corporations, TMCs, airlines, hotels, global distribution systems, technology providers, car rental firms, payment systems, consultants, financial analysts and media.

"Our recognition among these groups indicates that the travel community as a whole holds us in the highest regard," said John Snyder, BCD Travel president and chief operating officer. "It is testament to the commitment and hard work that our employees put forth every day on behalf of our clients. Viewed in tandem with other barometers, such as our 97 percent retention rate, this honor stands as evidence that BCD Travel is well-positioned for success."

Surveyed earlier this summer, readers of *The Beat* were asked which company in each of six supplier segments they "most admire for its policies, management style and service for business clients." Participants could not vote for their own employers. BCD Travel topped the list for most admired among TMCs.

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About BCD Travel

As a leading provider of global corporate travel management, BCD Travel simplifies and streamlines the business of travel. This benefits the organization on every level: from the bottom line to the business traveler. BCD Travel operates in more than 90 countries on six continents, with US\$14 billion in total sales and a combined worldwide work force in excess of 13,000. BCD Travel is a BCD Holdings N.V. company. For more information, visit www.bcdtravel.com.



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About BCD Holdings N.V.

BCD Holdings N.V., a Dutch family-owned company founded in 1975 by John Fentener van Vlissingen, is a market leader in the travel industry. The BCD Holdings companies are: BCD Travel (global corporate travel management), Park 'N Fly (off-airport parking), TRX (travel transaction processing and data integration services) and Airtrade (leisure travel). The company employs approximately 15,000 people and operates in more than 90 countries with total sales, including franchising, of US\$15.6 billion (2008). For more information, visit www.bcd-nv.com.