

## PRESS RELEASE

### **BCD TRAVEL SPONSORS ACTE'S FIRST-EVER MOBILE APP AT GLOBAL EDUCATION CONFERENCE IN BERLIN**

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**World's third-largest TMC helping clients leverage mobile technology and the social Web to influence traveler behavior and support corporate objectives**

**BERLIN, Oct. 3, 2010** – In a demonstration of its ongoing commitment to helping corporate travel programs harness the power of mobile technology and the social Web, BCD Travel this week sponsored the first mobile application ever offered to attendees of an Association of Corporate Travel Executives conference.

“BCD Travel is excited about bringing ACTE conference delegates this clever, practical and green tool that promises to enhance their experience at the event,” said Ilona De March, BCD Travel EMEA president. “In providing ACTE conference attendees with useful mobile technology, we hope to demonstrate our commitment to helping companies harness emerging technologies to influence business travelers and achieve travel program goals.”

The new mobile “app” will help attendees at ACTE’s Global Education Conference in Berlin, 3-5 October 2010, efficiently manage their time at the event, network with one another and navigate Germany’s capital. The app provides participants with access to a full range of conference information via their iPhones and Blackberries, as well as through the association’s mobile Web site.

Powered by QuickMobile, the app features the conference program, attendee list, delegate messaging, sponsor information, a Berlin City Guide, Twitter and Facebook access, and more. Coupled with the power of a handheld device, the new app also reduces the paper clutter typically produced by conference participants.

“Our objective is to provide information and bring people together, and this new app will be a tremendous enhancement to our conference,” said ACTE Executive Director Ron DiLeo. “The tool will shrink the time it takes participants at the conference to share an idea, pass along a solution or just find each other amid busy conference schedules.”

The ACTE Berlin Conference app is designed to work with nearly all handheld devices. For attendees with an iPhone, it can be loaded directly from the Apple App Store through by searching for "ACTE Berlin." Blackberry owners can download the app from <http://acte.quickmobile.com/bb>. For all other devices with Internet access, visit the fully functional mobile Web site at <http://acte.quickmobile.com>.

In addition to resources open to the public, ACTE's mobile app also provides services, such as the attendee list and participant-to-participant messaging exclusively to conference registrants.

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**Notes to editors:**

**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, with US\$14.6 billion in total sales and a combined worldwide work force of 10,800 people. BCD Travel is a BCD Holdings N.V. company. For more information, visit [www.bcdtravel.com](http://www.bcdtravel.com).

**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), Airtrade (consolidating and online travel), VakantieXperts (leisure), Vayama (online travel USA) and Parkmobile International (mobile parking and traffic applications). BCD Holdings employs approximately 13,000 people and operates in more than 90 countries with total sales, including franchising, of U.S.\$ 14.8 billion. For more information, visit [www.bcd-nv.com](http://www.bcd-nv.com).