



Travelzoo Inc.
590 Madison Avenue, 21st Floor
New York, NY 10022
Phone (212) 521-4200
Fax (212) 521-4230

Media contact:
Christie Ly
(212) 521-4218
cly@travelzoo-inc.com

FOR IMMEDIATE RELEASE

30 Airlines Use Travelzoo's Newsflash™ to Promote Time-Sensitive Specials

Geo-targeted E-mail Alert Service Helps Airlines Efficiently Increase Load Factor

NEW YORK, Nov. 4, 2004 – Online travel publisher Travelzoo (NASDAQ: TZOO) today announced that 30 airlines have advertised fare sales using its Newsflash™ e-mail alert service, which was launched in August 2003. Airlines have found Newsflash to be an effective way to stimulate incremental bookings by informing geographically-targeted consumers about a single airfare promotion. The service provides airlines an efficient return on investment and increased load factor on critical routes.

Airlines using Newsflash to promote their geographically-targeted and time-sensitive airfare promotions range from domestic and international to network and low-cost carriers, and include: Aer Lingus, Air France, Air New Zealand, AirTran Airways, Alitalia, America West, American Airlines, ANA, ATA Airlines, Austrian Airlines, Cathay Pacific Airways, Frontier Airlines, Iberia, Icelandair, Independence Air, JetBlue Airways, LTU, Lufthansa, Mexicana Airlines, Northwest Airlines, Qantas Airways, Spirit Airlines, Ted, United Airlines and US Airways.

Newsflash is the first Internet alert service that informs millions of consumers about time-sensitive travel offers in less than two hours. Each Newsflash offer is independently qualified and endorsed by Travelzoo to maximize consumer response. Travel companies can use Newsflash to quickly promote newsworthy deals to as many as 3.8 million opt-in subscribers segmented into 18 geographic markets.

Some of the airlines experiencing success with Newsflash include:

AirTran Airways

"Newsflash lets us quickly reach and leverage the loyal Travelzoo subscriber base in a targeted and cost-effective way," said Tad Hutcheson, Director of Marketing, AirTran Airways.

Frontier Airlines

"The ultra-competitive airline industry lends itself well to products that meld real-time technology with an airline's critical marketing and sales initiatives," said Lowell Miller, in charge of e-business as Director of IT Business Solutions at Frontier Airlines. "As a result, Newsflash has quickly become a valuable tool for us because we can instantly reach a loyal Travelzoo audience that is primed for great deals, with some of our very best offers."

Lufthansa

"Newsflash ensures that our WebSpecials and special promotions achieve maximum visibility to our relevant geo-targeted audience," explained Marcus Casey, Director of Marketing and Customer Relations, North America, Lufthansa.

Spirit Airlines

"Newsflash has been effective for us in launching new routes to local subscribers in those markets. Additionally, we've successfully used Newsflash to stimulate demand and build load factor on flights where we needed an immediate push. Newsflash is a tactical product with strong ROI and performance," said Lynne Koreman, Director of Advertising and Public Relations at Spirit Airlines.

ANA

"Newsflash helps improve traffic for our airfare promotions. The ability to hone in on a specific region of the country for a single offer makes Newsflash a highly successful marketing vehicle for us," said Isao Ono, Manager of Marketing and Sales, The Americas, ANA.

"The fiercely competitive dynamics of the airline industry mean that fare sales need to be announced very quickly to the most relevant audience," noted Ralph Bartel, CEO of Travelzoo. "We're pleased that Newsflash has been able to help so many airlines drive incremental bookings for their high need routes and dates."

Since its launch, more than 70 travel companies, including airlines, cruise lines and vacation packagers, have taken advantage of Newsflash as a targeted, quality advertising medium.

About Travelzoo

Travelzoo Inc. is the Internet's largest publisher of outstanding travel offers available directly from hundreds of travel companies. Travelzoo's media properties include the Travelzoo® Web site (www.travelzoo.com), the Top 20® e-mail newsletter, the Newsflash™ e-mail alert service and SuperSearch™, a pay-per-click search engine. With more than seven million subscribers, Travelzoo lists offers from more than 300 advertisers, including American Airlines, Carnival Cruise Lines, Fairmont Hotels & Resorts, Hertz, JetBlue Airways, Kimpton Hotels, Liberty Travel, The Mark Travel Corporation, Marriott, Orbitz, Royal Caribbean Cruises, Singapore Airlines, The Venetian, Travelocity, United Airlines and Virgin Vacations.

Certain statements contained in this press release that are not historical facts may be forward looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities and Exchange Act of 1934. These forward looking statements may include, but are not limited to, statements about our plans, objectives, expectations, prospects and intentions, markets in which we participate and other statements contained in this press release that are not historical facts. When used in this press release, the words "expect," "predict," "project," "anticipate," "believe," "estimate," "intend," "plan," "seek" and similar expressions are generally intended to identify forward looking statements. Because these forward looking statements involve risks and uncertainties, there are important factors that could cause actual results to differ materially from those expressed or implied by these forward looking statements, including changes in our plans, objectives, expectations, prospects and intentions and other factors discussed in our filings with the SEC. We cannot guarantee any future levels of activity, performance or achievements. Travelzoo undertakes no obligation to update forward-looking statements to reflect events or circumstances occurring after the date of this press release.

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