

FOR IMMEDIATE RELEASE

Contact: Chiara Fagnola-Chareun
Telephone: 416-736-6613
Email: chiara@victours.ca
Web: www.victours.ca

VICTOURS UNVEILS NEW REDESIGNED WEBSITE

TORONTO, CANADA March 6, 2009 – Victours International, Canada's leading Tour Operator and Air Consolidator launched a brand new customer-focused website this month at www.victours.ca. Victours' new redesigned website is well organized so that clients can navigate easily when searching for the best places to go and things to do in Italy, Spain, Portugal, France, Turkey and South Africa. Along with product information on tours, accommodations, transportation and net airfares, the new site highlights:

Exclusive offers - These offers include unique and exclusive luxury tours offered by Victours such as Ferrari Luxury Tours, Classic Car Tours, etc.

Special features - This section includes special places that the experts at Victours highly recommend because they have either been there, know the owners personally or have been successfully selling in the past.

Seasonal offers - The offers you will see in Seasonal section are great places for skiing, specialty tours offered only during certain periods of the year i.e. agricultural tours in Italy or France highlighting specific seasonal harvests such as olive, wine, tomato harvesting or, tartufo hunting.

"As we grow our business we need to meet the demands of clients who need information quickly. The goal was to make the site effortless, not only to quickly find products and information but give travel agencies access to online brochures that can be printed or emailed directly to the clients," states Cecilia Rossos, General Manager & Owner of Victours International. The website has been designed with a vibrant new look, new content and significant layout updates. It features the latest travel-seeker functionality including a password protected area with a powerful and innovative search facility for net fares on air travel. "We are dedicated to building our business and we are there for our clients face to face, over the phone or online - providing world-class service," Ms. Rossos added.

About Victours International

Victours International headquartered in Toronto, Canada is a Tour Operator & Air Consolidator specializing in design of customized travel itineraries to Italy, France, Spain, Portugal, Turkey and South Africa and this year has added Greece as its new destination. Victours was established in 1977 by Mrs. Mary Vecchiarino the company's President and Founder as the wholesale arm of the retail travel division which was established in 1959. Over the past 30 years Victours has been built as an internationally recognized tour operator. Victours International is dedicated to serving the travel industry by offering exceptional customer service and a wide range of leisure products including independent, escorted, and private and luxury tours. The company employs 30 consultants and sales people who are all dedicated professionals and experts in their field. For further information please visit our website at www.victours.ca. We urge you to be on the look out for our mother company's 50th anniversary celebrations.

###