

NEWS RELEASE

14th September 2009

TUI Travel renew their Analytics Agreement with Intellitracker

Intellitracker today announced that TUI Travel Plc have renewed their agreement with Intellitracker for the provision of the Intellitracker Enterprise service. Intellitracker have been providing their web analytics service to TUI since January 2003. During this period TUI's online activities have grow from under 5% to over 50% of their overall business.

Commenting on the agreement, David Hudson, Commercial Director at Intellitracker said: "We are thrilled to maintain our relationship with TUI and continue to help them drive their online business. Some of the work we do in the areas of email integration and propensity analysis is particularly exciting. We are looking forward to a long and fruitful continuation of our partnership."

Further information for editors:

Intellitracker Ltd (www.intellitracker.com) was founded in 1997 and is based in London, United Kingdom. The company develops and markets the Intellitracker Enterprise interactive business intelligence suite and provides professional services in support of this. Intellitracker Enterprise is recognised as one of the leaders in the field of online analytics and is used by organisations including Daily Mail, Loot, Oxfam, and TUI.

Contact: Lara Slyfield, Marketing Executive

e: press@intellitracker.com t: +44 (0)845 680 1920