



### Merit Travel Group Inc. Partners with The Travel Gallery

Toronto, ON – Effective April 1, 2010, Merit Travel Group Inc. will join forces with The Travel Gallery, one of Saskatchewan’s leading travel agencies, to create the newly formed Merit Travel Group Saskatchewan. This partnership is aligned with Merit’s National growth strategy, focused on building a strong local presence in key markets across Canada. It will also see two of Merit’s specialty brands offered in the Saskatchewan market: MeritBiz and Merit Travel.

"The Travel Gallery is a well established and reputable local agency that shares Merit's corporate values, entrepreneurial spirit, and commitment to high quality customer service," said Michael Merrithew, Chairman & CEO, Merit Travel Group Inc. "The Travel Gallery's reputation for unique groups, women's travel and corporate travel management has attracted clients from across Canada and throughout the United States, and this caught our attention. I'm pleased to state that Rita Milenkovic will continue to manage and grow the business in her role as President & CEO, Merit Travel Group Saskatchewan."

"All of us here at The Travel Gallery are thrilled not only to be partnering with Merit, but also to be taking on the Merit brand," Rita Milenkovic, President & CEO, Merit Travel Group Saskatchewan (formerly The Travel Gallery). "Merit is a strong Canadian company, and this partnership will allow us to deliver specialized products to serve the unique needs of our customers, and will enhance our overall service offering to businesses, groups and individual travellers in Saskatchewan."

#### **About Merit Travel Group**

Merit, founded in 1991, has grown to become the largest privately-held specialty travel company in Canada. The combined Merit Travel Group serves over 500,000 individual and group travellers, with a staff of more than 450 travel professionals located at 56 offices across Canada. For more information, please visit [www.merit.ca](http://www.merit.ca).

#### **The NEW Merit Travel Group Saskatchewan**

Merit Travel Group Saskatchewan is comprised of three specialty brands:

- *MeritBiz* – Canada’s premium Travel Management Company, delivering innovative business solutions to companies looking for a customized program with high touch local and global service.
- *Merit Travel* – Our Merit Travel leisure experts deliver specialty vacations centered on experience. We pride ourselves on outstanding service, spectacular leisure products (including unique hosted group departures developed by The Travel Gallery), and the vacation experience of a lifetime.