



PRESS INFORMATION – Issued

19th July 2009

FOR IMMEDIATE RELEASE

**Sign Now and The Travel Company Edinburgh
Press Release – For immediate Release, not embargoed
31st May 2009**

Andrew Thomson, Director of Sign Now and Ken McNab, Director of The Travel Company announced today a joint venture to promote easy travel arrangements using the combined expertise of both companies. Thomson's business Sign Now will provide video conferencing facilities to enable people to book holidays, short breaks and business travel through the ABTA registered The Travel Company Edinburgh. Sign Now originally specialised in providing IT solutions for the deaf community but soon realised the potential for their products in the wider marketplace. Using their sister web site www.sign-tube.com Sign Now will promote the new travel service to its 1 million users of the site.

Ken McNab stated. "Having seen Andrew present at a business breakfast meeting I immediately saw the potential for our companies to work together. With Andrew's expertise in video networking and our travel expertise we are able to provide customers with a face-to-face travel service without the need for them to visit a high street store."

The two companies see the synergy of working together to provide a new, fast and efficient service for customers, including those who are deaf or have hearing difficulties to make arrangements for short breaks, holidays or business travel.

Thomson, said: "The benefits to customers are clear. From work or home, people can log on to The Travel Company web site and using our videoconferencing facility they can have a conversation with a trained ABTA travel agent to arrange an outing, business trip or holiday."

The Travel Company Edinburgh is covered by all of the protection that you would expect from a reputable travel agent, while Sign Now's technology has won awards for its ease of use and innovation.

In this, the Year of Homecoming, the two companies are targeting those wishing to travel to Scotland for the vast range of events that are planned as part of this year long event (see also www.In2Scotland.com), the business traveller and those wishing to take a short trip for fun, shopping or a show.

The Travel Company Edinburgh is uniquely placed to provide customers with the combined benefits of a dedicated service commitment, guaranteed by point of sale ownership, and with the purchasing advantages of a major international business travel company, all of which ensures best value for money. This unique service experience will be combined with special packages, promotions and events for Sign-Now clients maximising their benefits.

Ken McNab commenting on the new partnership stated; "The Travel Company Edinburgh's personnel have extensive travel experience, are highly trained to provide a personal and dedicated service and as a company are committed to professionalism. Working in partnership with Sign Now we are determined to provide all customers with a full high quality and cost effective Travel Service."

The travel service is launched today (19th July) on www.sign-tube.com and www.ttce.com

For more information on Sign Now please visit www.sign-now.com and for information on The Travel Company please visit www.ttce.com

-Ends-

Mary McLuskey

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