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FOR IMMEDIATE RELEASE

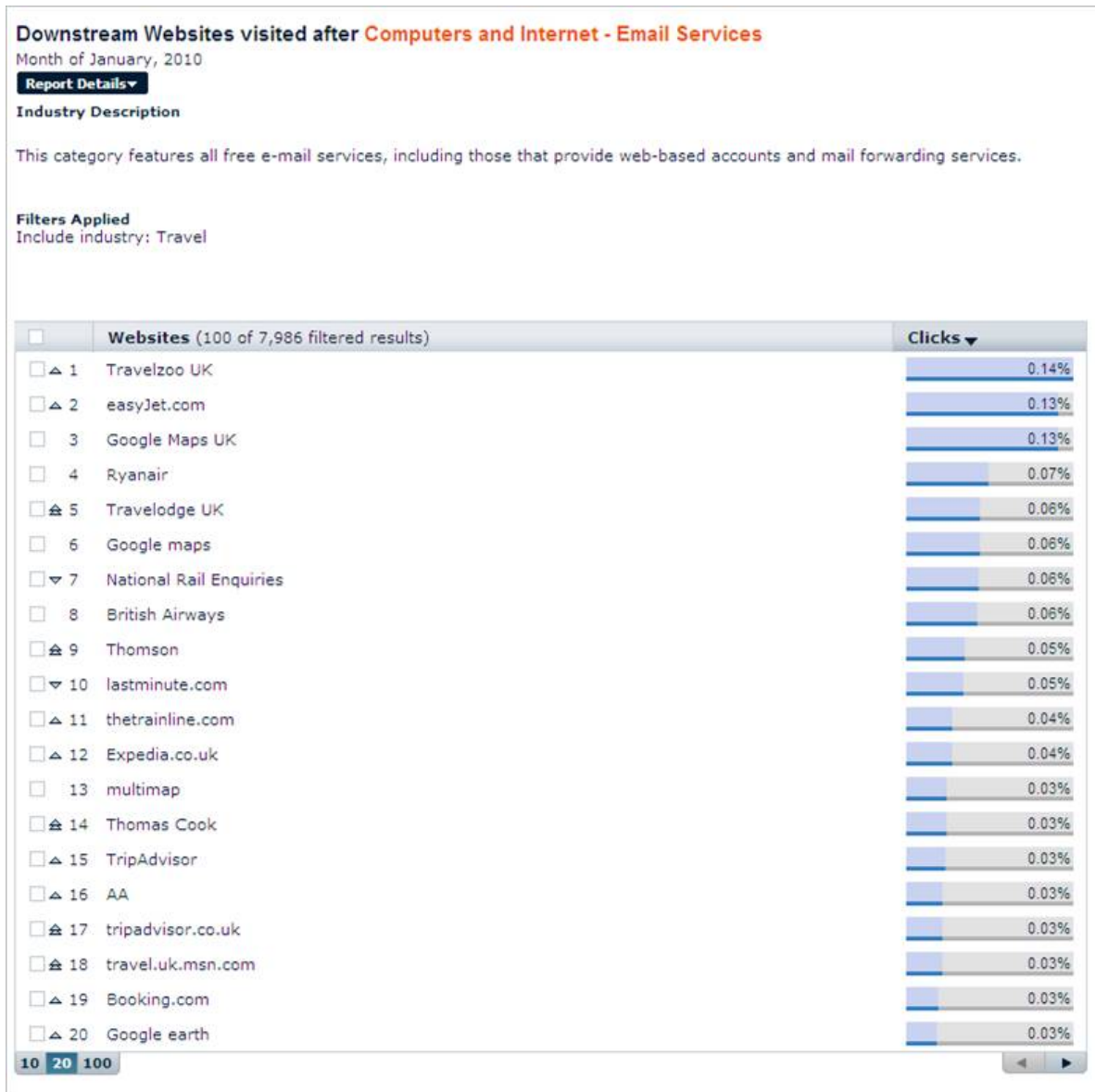
## **Hitwise Data Reveals Travelzoo Top 20<sup>®</sup> #1 Travel Email Publication in the UK**

**LONDON -- 8 February, 2010** – Travelzoo (NASDAQ: TZOO), a global Internet media company, announced today that Experian Hitwise, a leading online measurement company, ranked Travelzoo first out of 7,986 travel brands for visits from email\* in January 2010, thanks to the popular Travelzoo Top 20<sup>®</sup> newsletter. Travelzoo received more than twice as many visits from UK email boxes as Ryanair or British Airways, and over three times more than Expedia.co.uk during the first month of the year.

Travelzoo's year-on-year click volumes from UK email subscribers tracked ahead of year-on-year audience growth, an indication that Travelzoo's existing subscribers are even more engaged than they were in 2009. Year on year Top 20 clicks for January increased by 66% from 1,650,192 clicks to 2,737,667 clicks, while weekly subscribers increased by 48% from 1,148,838 to 1,705,820. Travelzoo attracted 85,743 new subscribers to its UK publications in January, the second largest monthly increase in UK subscribers since Travelzoo launched in the UK in May 2005.

Joel Brandon-Bravo, Managing Director for Travelzoo UK commented, "The Hitwise data for January illustrates just how important Travelzoo has become in the minds of UK leisure travellers. We have become the number one information source for travel and entertainment, thanks to our rigorous focus on attracting and retaining high quality subscribers and delivering simple, honest and factual recommendations. We are delighted to have ranked number one ahead of the major airlines at the busiest time of year for airline bookings."

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**Chart 1. Hitwise Data - January 2010: traffic from UK email services to travel websites**

Unlike travel companies who receive traffic from email boxes for customer care or online check-in, all of Travelzoo's traffic can be attributed to subscribers responding to offers found in Travelzoo's email publications.

Travelzoo reviews and recommends offers from over 2,000 travel companies worldwide, including African Safari Club, American Airlines, British Airways, Co-operative Travel, De Vere Hotels & Resorts, DFDS Seaways, Hilton Hotels, Inghams, Jetline Travel, Kuoni, MacDonald Hotels & Resorts, MSC Cruises, Olympic Holidays, Qwerty Travel and Virgin Holidays Cruises.

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\* Email Services: this category features all free e-mail services, including those that provide web-based accounts and mail forwarding services.

### About Travelzoo

Travelzoo Inc. is a global Internet media company. With 18 million subscribers in North America, Europe, and Asia Pacific and 20 offices worldwide, Travelzoo<sup>®</sup> publishes deals from more than 2,000 travel and entertainment companies. Travelzoo's deal experts review offers to find the best deals and confirm their true value. In Asia Pacific, Travelzoo is independently owned and operated by Travelzoo (Asia) Ltd. and Travelzoo Japan K.K. under a license agreement with Travelzoo Inc.

### About Travelzoo in Europe

Travelzoo has operated in Europe since 2005. Travelzoo's European media properties, which reach more than 3.6 million travel enthusiasts in France, Germany, Spain and the UK, include the Travelzoo Top 20<sup>®</sup> email newsletter, the Newsflash<sup>™</sup> email alert service, the Travelzoo<sup>®</sup> websites (<http://www.travelzoo.fr>, <http://www.travelzoo.de>, <http://www.travelzoo.es>, <http://www.travelzoo.co.uk>), the Travelzoo Network<sup>™</sup>, and the SuperSearch<sup>™</sup> search tool, and the Fly.com<sup>™</sup> search engine.

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. Travelzoo and Top 20 are registered trademarks of Travelzoo. All other company and product names mentioned are trademarks of their respective owners.

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