

NEWS RELEASE

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HESS TRAVEL TO MANAGE MORRIS MURDOCK BUSINESS TRAVELERS

January 28, 2009, Salt Lake City, Utah, It is uncommon in this economy for a large company to make a bold move in the customers' favor. Morris Murdock Travel has done just that. Morris Murdock entered into a management agreement with Hess Travel for the fulfillment and management of their business travel division.

Hess Travel represents about \$59 million in annual revenue, nearly twice the current size of Morris Murdock's business division. The agreement has both company presidents working together to support customers, adding Morris Murdock staff to the Hess team and a seamless transition for current customers based on excellent technology and tenured customer service staff.

The management agreement is not a merger. It allows Hess Travel to continue to focus on business travel and Morris Murdock to continue their focus on leisure travel. Both companies presently hold top spots in travel agency rankings. The strategic alliance means that both companies are poised for fast, focused growth.

Hess Travel is an award-winning travel company with a 23-year history and a focus on business travel. In addition to excellent services, Hess offers live, locally staffed, 24-hour emergency assistance. Most agencies use a third-party service for this most crucial need. Hess also offers a service with a name business travelers may appreciate, "Lookin' For Troubletm". This service comes with accelerated attention before and during your trip to

solve for weather challenges, mechanical issues, gate changes, seat-assignment risks, and fare changes in your favor, supported with instant traveler communication.

When Morris Murdock President, Becky Potts, reviewed her competitors in the business travel segment, she noted the similarities she shared with Hess Travel. Potts was later considering the best strategy to continue to provide exceptional service to business customers and thought about an alliance as a way to solve for demanding technology advancements while keeping client service first. When asked to recall the moment the idea to team up struck, Potts said, “The idea developed when I realized that we both offer comprehensive services.” She continued, “We both offer personalized care and respect for our clients.” “It was a logical move. We’re providing the best of each organization for our customers,” said Potts.

When asked to comment on the arrangement, Alan Hess, President of Hess Travel said, “Business customers need a travel management partner that provides personalized, complete services, expertise as well as fiscal value while continuing to provide the most up-to-date technology.” Hess’ Vice President and General Manager, Michael Davidson stated, “Serving business customers through Hess Travel provides clients excellent service while allowing both Hess and Morris Murdock to strengthen investments in their respective travel areas of expertise; business for Hess and leisure for Morris Murdock.” He continued, “It’s truly a win-win for all, especially for our business customers.”

Behind the scenes of business travel is a complex system of support designed to provide seamless, simple and smooth travel for busy business people. The systems include online access to travel profiles and preferences. Visibility into flights and fares, ticket exchange procedures, and reporting that provides a corporate view into travel frequency, expenditures, and destinations all controlled by customized travel policies for expense reimbursement and financial reporting. Another important facet of business travel is traveler safety. Single-point information on all company travelers provides a measure of comfort when worst-case scenarios arise. A business travel program can contact and re-route multiple travelers in minutes.

Given the complexities of business travel support, few companies can provide excellence in both the technology and the service layers. Both Morris Murdock and Hess Travel

state that putting people first is their top priority. “People, after all, make travel meaningful and technology useful,” said BJ Mendenhall, Chief Financial Officer of Morris Murdock.

Hess Travel began business as American International Travel in 1985 and acquired Crossroads Travel in 1997. Morris Murdock Travel continues their focus on the leisure market including Black Pearl elite travel, Murdock Tours, Cruises, Meetings and Incentives and their consolidator service provided by Jensen Baron. Morris Murdock Travel began in 1958 as Murdock Travel, merging with Morris Travel in 2000.

Business customers may contact Hess Travel at 801-292-8687 or online at hesstravel.com. Morris Murdock Travel offers an 800 number that automatically routes you to their nearest location, 1-800-395-2608 and at morrismurdock.com.

To take advantage of travel deals only offered at the Travel Expo, attend the 13th Annual Morris Murdock Travel Expo on January 30 and 31, 2009 at the Southtowne Expo Center (9575 South State Street in Sandy, Utah.) The Travel Expo provides access to over 60 major tour and cruise operators as well as advice from travel experts.

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