



Nancy Bailey & Associates, Inc.
BUILDING BRANDS THROUGH LICENSING

FOR IMMEDIATE RELEASE

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**Kena Kai Licenses Travelocity, for Secure Travel Accessories
(Patent-pending DataSafe® security technology will protect
users against identity theft)**

Atlanta, GA – November 16, 2009 – With identity theft the #1 fraud in United States, and a concern for all, Kena Kai is launching a new line of Travelocity® branded wallets and travel accessories. California based Kena Kai will incorporate their exclusive DataSafe radio frequency (RF) shielding technology into the designs to protect today's new "contactless credit cards" and "ePassports" from wireless identity theft.

The new contactless credit cards and ePassports use wireless technology to transmit data that used to be transferred via "swiping" the magnetic strip. Since August of 2007 the US State Department has been issuing only their new ePassports, with 20+ million currently in circulation. Additionally there are approximately 30+ million of the new contactless cards currently in use.

"Each year, the Federal Trade Commission releases a Top 10 List of fraud complaints. Since 2000, identity theft has been #1 on the FTC's list," offered Geb Masterson, president of Kena Kai. "Travelocity's endorsement of our security technology products emphasizes their forward thinking and commitment to being the traveler's champion."

Nancy Bailey & Associates is responsible for brokering the licensing deal between Travelocity and Kena Kai. "Travelocity is an innovator and has built its business on complete customer satisfaction" says Elisha Janet, Account Executive at Nancy Bailey & Associates, Inc. "Kena Kai's impeccably designed and technologically savvy products are right on equity with Travelocity's promise to provide consumers with innovative travel solutions."

Travelocity wallets and travel accessories will protect new credit cards and passports with Kena Kai's DataSafe RF shielding technology. The line will include men and women's wallets along with passport holders in full-grain Italian leather. It will retail between \$40 and \$120 and will be available in April at fine retailers and www.kenakai.com.



About Kena Kai

With a distinctive combination of style and innovation, Kena Kai designs products for people that enjoy life with a passion and appreciate technology that can often make their lives better. Photos and information for the product can be obtained by emailing Nelleke Gort at nelleke@kenakai.com.

About Travelocity Global

Travelocity® is committed to being the traveler's champion -- before, during and after the trip – and provides the most comprehensive and proactive guarantee in the industry (www.travelocity.com/guarantee). This customer-driven focus, backed by 24/7 live phone support, competitive prices and powerful shopping technology has made Travelocity one of the largest travel companies in the world with annual gross bookings of more than U.S. \$10 billion. Travelocity also owns and operates: Travelocity Business® for corporate travel; igougo.com, a leading online travel community; lastminute.com, a leader in European online travel; and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation, a world leader in travel marketing and distribution. TRAVELOCITY is a trademark of Travelocity.com LP.

About Nancy Bailey & Associates, Inc.

Nancy Bailey & Associates is at the forefront of trademark and brand extension licensing. The company develops and manages successful licensing programs for Fortune 100 companies including The Procter & Gamble Company, Crayola, Energizer, Schering-Plough, and the Pennzoil-Quaker State Company. A pioneer and leader in brand extension licensing for over 25 years, NBA develops strategic long-term partnerships that leverage brand equity to create innovative products that sell. The company is a full-service licensing agency specializing exclusively in the management of trademark licensing programs as well as providing consulting services for corporate trademark brand extension.

Headquartered in Atlanta, the company also has offices in Miami, and affiliates in Tokyo. For more information, please visit www.baileylicensing.com.