



PRESS RELEASE

**The Planet Traveller, Asia's Leading Lifestyle Travel Store
A Top 5 Nominee
For Singapore Experience Awards 2009
Best Shopping Experience**

When asked what makes The Planet Traveller deserving of the Best Shopping Experience award, the Asst Manager, Marketing Communications Mr. Jeff Cheang enthuses, "The Planet Traveller never loses focus in its overarching belief of providing our clients with essential travel gear, business gear and personal accessories that deliver the highest level of performance and functionality. As such, travelers can find established brands like BREE, Briggs & Riley, Victorinox, Eagle Creek, Hartmann, Mandarin Duck, The North Face, Tatonka, Vaude, Lonely Planet, Mova Globes, Design Go, Travel Smart, amongst others, "

Indeed, it is the impressively wide range of merchandise that makes customers come back to the store year-after-year. In fact, many customers find this a truly "uniquely Singapore", not to mention an excellent shopping, experience, as they are not able to find a retail store anywhere in the world with such an extensive range of merchandise under one roof.

One good example is the travel accessories section at ION Orchard is Asia's largest. Spanning across an impressive 45 feet long by 8 feet high, the merchandising panel area is 360 sq ft with nearly 3,000 types of travel accessories and appliances.



Jeff Cheang added, "To further provide premium service for all customers, The Planet Traveller's managers and supervisors are certified Travel Goods specialists. Staff goes through a detailed on-line test by Travel Goods Association (TGA) from USA to be knowledgeable about different types of travellers and what products and information will meet their needs."



Indeed, The Planet Traveller prides itself on its unique and specialized ability to fulfill every traveler's needs and whims. And as such, travelers anywhere in the world, would agree, "Choose your destination and book your tickets... then come to The Planet Traveller for everything else!"

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Notes:

The Planet Traveller is at:

Marina Square, #03-113

ION Orchard, #04-19

Paragon, #04-15/16

Some customer feedback for the outstanding services by some of our travel advisers

"Great customer service, Aaron! Thank you for helping my family pick up a great quality set of luggage" Carolyn Arney

"Joven is exceptionally knowledgeable, patient and pro-active. A role model for all salespeople" Kenneth Tan

Contact Person: **Jeff Cheang**, Asst Manager, Marketing Communications

Mobile: (65) 9385 9010 Tel: 6534 2262

Email: jeffrey.cheang@seager.com.sg