



Travel search becomes 'social'- WAYN.com to partner with Momondo.com

Deal will bring WAYN members a step closer to realising their travel dreams

London, February 15, 2011- In keeping with its mission to facilitate the realisation of dreams and aspirations, the world's largest travel and lifestyle social network WAYN.com partners with one of the world's most powerful travel search engines Momondo.com, to enable WAYN members to find the best travel deals across the web.

The partnership sees Momondo.com's industry leading search technology and its local recommendations service become [available on WAYN.com](#). Aligned with WAYN.com's Travel and Trips sections, it will enable members to utilise and engage their online connections in the inspiration, trip planning and decision making stages of travel. The partnership coincides with the launch of the WAYN Facebook Application [Map Your Friends](#), enabling users to leverage the entire extent of their social graph in their travel consumption.

The Momondo.com partnership carries on WAYN's long history of partnerships with global travel brands and tourism boards all of which have had as their premise the realisation of members' dreams.

Co-Founder and Co-CEO of WAYN.com Jerome Touze stated: 'Since its inception WAYN has had a unique engagement model that lets travel brands engage with a travel and lifestyle centric audience which has been proven to build brand awareness and drive sales. With Momondo's integration into the site and Facebook Application, we are taking the WAYN platform further by formally leveraging users' social graph in the travel space.'

Martin Lumbye, Partner at Momondo.com added: 'Since we launched in 2006, we have wanted to co-operate with a global online platform such as WAYN whose priority is bringing value to the end user. We believe the partnership is a perfect match between two strong travel brands, which together will enable even more people to experience more of the world and meet more people.'

The partnership follows the recent upgrade to WAYN.com which updated the look, feel and functionality of the site.

The Momondo profile on WAYN can be accessed at www.wayn.com/profiles/momondo and the Facebook app at <http://apps.facebook.com/waynmapyourfriends/>

WAYN.com (**Where Are You Now? Ltd**) is the largest travel and lifestyle focused platform in the world with over 15.7 million members in over 193 countries. WAYN helps you to realize your dreams by connecting you with like-minded people based on your past experiences, where you would love to go as well as what you would love to do. WAYN has been recommended by the UK's *Telegraph*, *Financial Times*, *Independent* and *Sunday Times* newspapers and has been recognized as the UK's most popular community website in MetrixLab's Website of the Year Awards in 2007, 2008 and 2010.

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In addition to offering the most comprehensive online search for flights, hotels and car rentals, **Momondo** (www.momondo.com) provides user-generated city guides where you navigate by ambiance and colours. Travel authority *Arthur Frommer* has praised Momondo on numerous occasions, and it comes recommended by *Sherman's Travel*, *Travel + Leisure*, *SmarterTravel.com*, *The New York Times*, *CNN*, *CBS News*, the *Los Angeles Times*, and the UK's *Daily Telegraph* and *Sunday Times*.

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