

# PRESS RELEASE

Travel Team Consulting  
100 West Antrim Drive  
Greenville, SC 29607  
Phone (864) 672-1075  
Travelteamconsulting.com

**Contact:** Helen Ingram  
**Phone:** (864) 414-0695  
**Email:** helenaingram@charter.net

## FOR IMMEDIATE RELEASE

March 31, 2006

### TRAVEL TEAM CONSULTING MAXIMIZES RETURNS FOR INVESTORS

*New service added to help clients create strategic partnerships, reveal opportunities*

**GREENVILLE, SC MARCH 31, 2006:** Travel Team Consulting, Inc. recently announced a new service to create maximum return for those considering travel industry alliances: Alliance Optimization. Travel Team Consulting's senior level consultants apply their multi-disciplined experience to evaluate travel-related opportunities for clients and optimize return on partnerships.

"Travel-related businesses define their objectives and analytics differently than other businesses. Our forte is interpreting those subtleties so that partners can negotiate with confidence," explained Mike Putman, founder of Travel Team Consulting.

Practical applications of Alliance Optimization include:

- Validation of an alliance's value. Is it worthwhile? Are the metrics in order?
- Evaluation of pending partnership
- Post-alliance internal valuation audit

"Our experience allows us to see big picture opportunities and help our clients make the most of them. That's Travel Team Consulting's ultimate goal and our passion," commented Putman.

#### **About Travel Team Consulting**

Founded by industry veteran, Mike Putman, and headquartered in Greenville, South Carolina, Travel Team Consulting is a multi-disciplined consultancy for travel-related companies. The group of senior level travel executives offers Branding, Strategic Marketing, Conversion Improvement, Call Center Design, Vendor Contracting, BPO and IT Offshoring, Web Optimization, Targeted Tracking Programs, Business Modeling, Distribution Strategy, Executive Recruiting, and Alliance Optimization. For more information, visit [www.travelteamconsulting.com](http://www.travelteamconsulting.com).

-END-