

SAMPLE: Site59.com Partner Communications

In This Issue -- V. 1 Number 2 December 2000 -- sample

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|| PARTNER NEWS || SITE59.COM NEWS || ASP PROGRAM
UPDATE || AFFILIATE ACTION || PRESS ||
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Hello Partners:

Like any good relationship, our partnership can only benefit from better communication, so please enjoy the second edition of the Site59 Partner Newsletter -- all our good news, bite-sized! See what we're up and how we can help you sell more!

And don't forget that Site59 Gift Certificates make great last-minute gifts for friends, family, colleagues and staff. Available in any amount, valid for a year, and redeemable for anything on our site from nights on the town to complete weekend getaways -- <http://www.site59.com/gift-certificates/> -- get one today!

I. PARTNER NEWS
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Partner News  
New Partners:  
Destination/Partner Profile: Amelia Island Consumer Reviews

**II. SITE59.COM NEWS**  
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30 NEW DEPARTURE CITIES!
We Did It! As we planned, Site59 is now departing 30 cities, including new markets: Seattle, Miami, San Diego, Portland, Denver, Kansas City, New Orleans and St. Louis. Be on the lookout for many more to come!

SALES INFO

Site59 has expanded our site's sales window to 24 X 7 service--yes, that's 24 hours a day, 7 days a week. We've expanded our sales window from a 7 to a 14 day with American Airlines and the volume increases we expect by January means more sales for you!

New business links (Offline TAís, non-partner/ASP businesses)

REACHING OFFLINE TRAVELERS

When travel agents get requests for last-minute trips, they face high prices and limited availability. Site59, with its incredibly priced packages and real-time availability, helps them get around both to make last-minute sales with little effort. We pay travel agents an uncapped commission on the sales of our last-minute packages, allowing us to reach travelers that don't shop for travel online. More than 150 travel agencies have signed up for the program, and we will be partnering with major consortiums to introduce the Travel Agent Program to additional agencies.

If you know a travel agent who might appreciate this useful program, please tell them about Site59! Travel agents can sign up on www.site59.com/travelagents.

FUNDING

Site59 secures \$13.5 Million! Site59 has completed a \$3 million financing agreement with Starwood Hotels & Resorts and Advanta. This agreement comes on the heels of an investment round of \$10.5 million in financing from a group of strategic investors including Accor Hotels, Bass Hotels and Resorts, and National Leisure Group, along with iFormation, a company formed by The Boston Consulting Group, Inc., General Atlantic Partners, LLC, and The Goldman Sachs Group.

ADVERTISING UPDATE

Holiday Happenings! Site59 is continuing its phone kiosk advertising campaign in New York in high traffic shopping districts, during the holiday shopping season. To augment this effort, print advertisements will run in Delta Sky and New York Times magazines. Site59 is now a regular feature in the bimonthly travel e-mails sent out to Lifeminders' 500,000 highly targeted travel subscribers.

III. APPLICATION SERVICE PROVIDER (ASP) PROGRAM UPDATE

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We're pleased to announce that our first Application Service Provider (ASP) partner will be Away.com, the leading adventure travel website. Through our ASP technology, Site59 will be powering the iWeekend Getaways service on the Away.com site. Visitors to the Away.com website will be able to search, view, and purchase Site59 packages without ever leaving Away.com. This ASP site is expected to launch this month. Also, in the next month we will launch an ASP Site with Money.net, the respected financial website. Site59 will similarly provide a Weekend Getaways service on the Money.net site.

In another exciting development, Site59 has signed a letter of intent to join National Leisure Group (NLG) as part of a small consortium of companies that will power the Vacations section of Yahoo Travel. Site59 expects to provide last-minute vacations on Yahoo Travel starting in early 2001. Yahoo.com is the leading Internet portal with approximately 50 million visitors per month, and we are thrilled to bring our product to that online community. This ASP partnership is expected to go live in early 2001.

These partnerships with Money.net and Yahoo are the beginning of many such partnerships with select travel, community, commerce, and portal sites. We're excited that these ASP partnerships will increase national exposure for your brand and ours, as well as drive sales of our packages and thus your inventory. While your inventory will continue to be featured on www.Site59.com, these partnerships will increase your distribution to our partner sites without any additional work for you - - you still maintain one relationship and manage your inventory with one partner, Site59. Just as on Site59.com, your inventory will be bundled with other products into creative packages; also, all our partner sites will pull inventory from Site59's database, so there is no risk of overbooking. We do all the work to make your distribution on these other sites possible.

#### **IV. AFFILIATE ACTION**

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Our Affiliate Program is exploding: We have almost 4,000 sites participating! If you have a Web site, we'd like you to be a part of it! Check out the program and sign up at <http://www.site59.com/affiliates>.

V. PRESS

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The Site59 press machine is sizzling. Some recent placement highlights include: US News & World Report, The New York Times, Fortune, Barron's, Men's Journal, Los Angeles Times, Denver Post, Fortune, the Robb Report and CNN. And as if that wasn't enough, be on the lookout for some upcoming placements: American Way (American Airlines inflight magazine), Fast Company, Ladies Home Journal, Elle and the WB news network.

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Stay tuned for the next Site59 Partner Newsletter. We'll have even more great news for you!

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AN UPDATE A MONTH...

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The Site59 Partner Newsletter will arrive in your email inbox once a month. If you do not wish to receive the newsletter, please reply to this e-mail at [partnerinfo@site59.com](mailto:partnerinfo@site59.com) by placing "REMOVE PARTNER NEWSLETTER" in the subject line. Also, if you have any suggestions for the newsletter or any comments for us at Site59, please reply to this email at [partnerinfo@site59.com](mailto:partnerinfo@site59.com).

Note: Not all e-mail programs automatically enable links. IF YOU CANNOT VIEW THE LINKS from this e-mail, copy and paste them directly into your browser.

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