



Virtual-Agent Services Roadside Unbundles Key Roadside Assistance Elements Hotels Can Offer A La Carte Travel Security

Schaumburg, IL (October 16, 2002) - Virtual-Agent Services Roadside, the service provider to such industry leaders as GEFA-PMG, is now extending its services, call center capabilities and assistance messaging technology to the market of companies interested in providing such services to their customers.

The VAS customer service call center recently processed its one-millionth dispatch for its client base of auto clubs. Now, thanks to the resources it has assembled, VAS Roadside is able to "unbundle" the three key elements of basic roadside assistance and offer them to service companies as customer benefits:

- A nationwide roadside network of contracted, insured towing service providers
- Trip-routing planning and fulfillment
- 24/7 dispatch agents trained on vehicle locator and assistance

VAS Roadside maintains a nationwide network of towing providers and has partnered with online mapping services to deliver effective roadside assistance anywhere in the country. The logical next step was to provide these options on a short-term or trip-segment basis to those who don't have the need for, or interest in, more comprehensive coverage.

"One of the best examples I can think of for unbundled traditional services is the college student driving home for the holidays," said VAS Roadside President, Dean Raschke. "While the student might not see a need for annual roadside assistance coverage, his/her parents might purchase towing and call center coverage for the duration of the trip home and back to school. Similarly, a hotel can provide trip-routing and roadside protection to guests coming to the hotel, or driving from one property to another in the chain. We are very flexible in terms of what we can offer in regards to value-added benefits, and in how we charge the nominal fees."

VAS Roadside's network also allows for information about routes and help services to be relayed via a central communications hub, such as a hotel chain 800 number or directly to a traveler's PDA, cell phone, or other mobile device.

"Our strength is in customizing a program that benefits our clients and their members in markets where roadside assistance is not traditionally offered," said Raschke.

VAS Roadside is currently working with hotel companies, car clubs and travel services to provide a variety of services, on a fee basis and as elements the companies pass along to their customers as competitive benefits and loyalty generators.

Virtual-Agent Services Roadside, a privately held Illinois corporation, provides Roadside Assistance and Trip Planning services both independently and through strategic private label partnerships. VAS Roadside is affiliated with Virtual-Agent Services (www.vagent.com), a leading provider of high quality contact center services, and TravelCLICK, Inc., the nation's largest provider of revenue management information and electronic media advertising to the travel industry. These three companies have organized to form a powerful presence in the travel industry.