



Roadside Protect ‘On Call’ to Help Hotel Guests Ensure Safe Summer Road Trips

Schaumburg, IL (April 22, 2003) – The Travel Industry Association of America expects that the number of Americans choosing to take a driving vacation within the U.S. may approach an all-time high this summer. Coupled with the fact that there are 64 million online travel planners, the need for an online resource specializing in services for motorists becomes obvious. A resource that can help hotels gain more of their share of that motoring market would be even better. That resource is Roadside Protect (www.roadsideprotect.com).

Roadside Protect has “unbundled” the elements of basic roadside assistance and offers them for a minimal fee to motorists, either directly or through individual hotels and hotel chains. Rather than buy expensive annual auto club memberships, motorists can rely on Roadside Protect services on an as-needed basis – as little as \$4.99 per trip. They don’t even need to own a car. Roadside Protect works on rental car trips, too. The services provided are those most needed by travelers on the highways of America this summer:

- Towing
- Jump Start
- Tire Change
- Fuel Delivery
- Winching
- Basic Locksmith Services

Roadside Protect maintains a nationwide roadside network of contracted, insured towing service providers guaranteeing 24/7 services. Roadside Protect has completed more than 1 million successful dispatches on behalf of private label auto clubs. In addition, Roadside Protect has partnered with online travel services such as FreeTrip.com to deliver effective roadside assistance and trip routing anywhere in the country.

Motorists can sign up for short-term roadside protection coverage for just \$4.99 per trip by calling (866) 260-3870 or visiting the RoadsideProtect.com website. Hotels can offer the services to their guests by signing a service contract with Roadside Protect.

“The estimate is that eighty-one percent of Americans still plan on vacationing this summer and that more of them plan to see America by auto, RV or motor coach. That’s great news for hotels along the way,” said Dean Raschke, President of Roadside Protect. “We at Roadside Protect can help hotels win a bigger share of that market by giving their guests peace of mind through the assurance that, as our slogan says, ‘We’ll be there when you need us.’”

Roadside Protect (www.roadsideprotect.com), a privately held corporation based in Schaumburg, IL, provides Roadside Assistance and Trip Planning services both independently and through strategic private label partnerships. Roadside Protect is affiliated with Virtual-Agent Services, 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.