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**FOR IMMEDIATE RELEASE**

**India Travel Deals Website Tripmela.com Reaches 1 Lakh Subscribers to Free Email Newsletter**

*Popular 10 Best Deals Weekly Email Newsletter Takes the Effort Out of Trip Planning*

New York, July 21, 2008 – Travel deals website [Tripmela.com](http://Tripmela.com), India's best source for online travel specials, announced that its free and popular 10 Best Deals email newsletter now reaches more than 1 lakh subscribers each week, making it the country's largest email newsletter devoted to helping travelers find [the best air, hotel and vacation package deals in India](#).

"We are extremely pleased that we can help so many people find [great travel deals in India](#) with little effort," said Jared Blank, CEO of Tripmela, Inc. "Every day we receive emails from people letting us know that Tripmela has helped them save money on a trip they are planning...or even better, gave them an idea for a trip they hadn't thought of!"

Tripmela benefits India's travelers because they no longer have to search through offers geared to Americans and Europeans. Tripmela's travel partners benefit because they can put their deals in front of a large number consumers who are looking for great travel opportunities and Tripmela benefits brand advertisers because they can sponsor the 10 Best Deals newsletter to reach Tripmela's young audience with disposable income.

Blank also added, "The success of the 10 Best Travel Deals newsletter shows that in this era of increasing airfares, consumers are still looking for travel bargains. Even with higher airfares, we find [incredible deals each week for trips within India](#) and to international destinations that people used to think were too expensive to visit."

The amazing growth in subscribers since Tripmela re-launched its website in February 2008 is also due to the popularity of the [Searchmela](#) Megasearch tool (available at <http://www.searchmela.com>), which allows consumers to compare airfares from their favorite online travel agencies. Thousands of consumers have already used Searchmela to save money on their next flight.

**About Tripmela Inc.**

[Tripmela.com](http://Tripmela.com) is India's only online publisher of airfare specials, hotel deals, and great travel packages. No other website brings together travel deals specially tailored for India's travelers. Our goal is to work with travel companies to bring consumers the lowest fares and cheapest hotel rates tailored for India's growing travel population. In addition to publishing new deals daily at Tripmela.com, every Monday Tripmela sends out the [10 Best Deals Weekly Newsletter](#), with the hottest specials for the week. Signup is free and tailored to India's travelers--no more sifting through travel deals to places you don't want to go. Tripmela also runs [Searchmela](#) (<http://www.searchmela.com>), a Megasearch comparison tool that lets consumers quickly and easily compare airfares from their favorite online travel agencies.

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