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FOR IMMEDIATE RELEASE

Tripmela.com Launches Searchmela™ Fare Comparison Engine

New MegasearchTool Allows Consumers to Compare Airfares on Their Favorite Sites With Less Time, Effort

New York, June 2, 2008 – Tripmela.com, India's best source for online travel specials, announced the launch of Searchmela™, a megasearch engine, that allows consumers to search multiple websites from one web page. The Indian traveler no longer needs to visit multiple sites to find the best travel deal. Available at www.searchmela.com, Searchmela™ provides consumers with the fastest, easiest way to compare airfares at their favorite sites.

Searchmela™ is not a Metasearch tool, which requires consumers to sift through a list of results and then finally click on the flights they want to actually get to visit an online travel agency. With Searchmela™, the consumer simply types in the cities and dates of travel, and Searchmela™ will take them directly to the search results page on as many sites as they want to compare with one click.

“We know that consumers will love how easy it is to compare airfares when they use Searchmela™. With the launch of the new tool, we think that Tripmela will become the website of choice for consumers who are looking for great travel deals in India, or already know where they want to go and want to find the best airfares available, said Jared Blank, CEO Tripmela Inc.”

Online travel agencies in India are multiplying quickly, with at least seven sizable companies seeking market share. The ever-growing number of travel agencies has led to consumer confusion and market share struggle. With the increasing number of travel agencies and low cost airlines, airfares are at an all time low. However, as travel shifts online, there has not been a single place for the Indian consumer to go to learn about deals. Consumers want an efficient way to discover great travel discounts and Searchmela™ enables just that.

About Tripmela Inc.

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 Benefits:

- By aggregating the best travel deals in one place, Tripmela becomes consumers' go-to travel resource.
- Consumers do not need to sift through offers targeted to Europeans and Americans
- Consumers can still book their travel with their favorite online travel site - Tripmela offers deals from many companies including airlines, hotels and online travel agencies .
- Tripmela Helps Travel Companies Stand Out in a Crowded Market While Offering Consumers a One-Stop Shop for Deals

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