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FOR IMMEDIATE RELEASE

Tripmela Launches Searchmela Hotel Rate Comparison Engine at Searchmela.com

Searchmela Users Can Now Compare Airfares and Hotel Rates from Their Favorite Online Agencies Quickly and Easily – Without Having to Visit Multiple Sites

Delhi, 20 August, 2008 – Tripmela.com, India's best source for online travel specials, announced the launch of Searchmela for Hotels, a megasearch engine that allows consumers to compare hotel rates from multiple websites from one web page. The Indian traveler no longer needs to visit multiple sites to find the best hotel rates for their next trip. Available at <http://www.searchmela.com>, Searchmela for Hotels provides consumers with the fastest and easiest way to compare hotel rates 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 hotel rates they want to visit an online travel agency. With Searchmela the consumer simply types in the city 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.

“With the success of Searchmela for Airfares, we are thrilled to be able to offer the same tool for consumers looking for hotel rooms, said Jared Blank, CEO Tripmela, Inc.” “Unlike the Air Industry, the hotel market is very fragmented and finding the right price in this era of soaring prices is even more important. Allowing consumers to compare hotel rates from whichever sites they choose will provide travelers with more quality hotel choices at better rates.”

With the move to a zero commission environment for airfares, online travel agencies are placing more focus on their hotel products, offering more hotel choices than ever before. With all of the options now available to them, consumers need a single website to help them compare the vast number of hotels available to them. Searchmela gives consumers the choice and ease-of-use they need to make hotel rate shopping as easy as possible.

Searchmela for hotels works with multiple partners to get a host of hotel options to the traveler and makes the research and booking of hotels a lot simpler. Since the tool can potentially access a great number of hotels through its partners, it allows travelers to compare and search hotels with less time and effort. An avid researcher can avail a good deal on hotels, even in this tight and high-priced hotel market.

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. Plus, Tripmela powers Searchmela.com, India's oldest airfare and hotel comparison website.

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