



PRESS RELEASE

Maiden-voyage.com launches
www.maiden-voyage.com | Leeds, England

28 January 2009 | New website launched

NEWS: FOR IMMEDIATE RELEASE

A new travel website aimed at the women business travellers officially launches today, 28 January 2009.

www.maiden-voyage.com is the brainchild of Leeds businesswoman and IT executive Carolyn Pearson, who came up with the idea while travelling alone on business. 'It was during a business trip to LA a couple of years ago - a place I had been to backpacking years earlier - and I found myself wondering if it was safe to go to Venice Beach. I would have felt more at ease if I could have gone there with another woman, or just find someone to hang out with perhaps for dinner over the weekend, and it set me thinking'.

Many women feel uncomfortable traveling, eating or drinking alone often this is due to the prospect of unwanted male attention. They often take the easy option of eating room service and working into the evenings in their hotel rooms.

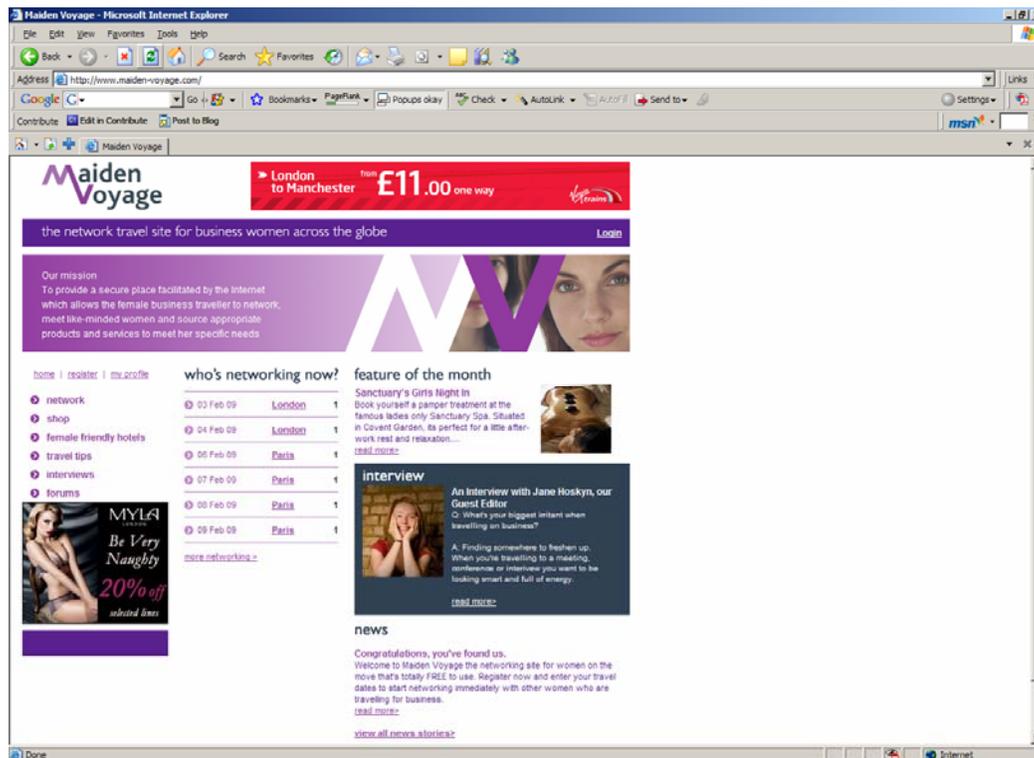
Maiden Voyage provides a secure online environment to which women in business can subscribe free of charge. Everybody registered will be security checked to validate whether they are female. Once registered, individuals can set up a profile register their industry and interests such as dining out, night-clubbing, visiting the theatre, sightseeing or visits to a health spa.

Registered individuals will then be able to log-onto the site and arrange to meet other ladies who will be on business in the same city at the same time. The site also provides essential travel safety tips for women and is affiliated with numerous travel companies and luxury female brands. The forum allows ladies to share information pertinent to their business travel experiences, recommend useful services or provide tips to others.

The percentage of female business travellers is rapidly increasing and hotels need to cater for this growing market. Women expect a different service than their male counterparts and appreciate not having their room number broadcast to a busy check-in queue. By

invitation only, female friendly hotels can advertise on maiden-voyage.com. Those that make it onto the site have been stringently vetted; they must pass not only essential safety criteria but also have those added touches that the discerning female business traveller expects, such as quality toiletries and on-site leisure facilities.

Carolyn Pearson has over 20 years business IT experience and has worked with some of the most successful blue chip travel and media organisations in Europe, she has travelled extensively on business and personally, frequently alone. She has worked and lived in the Netherlands and Australia. She is a seasoned networker, belongs to some of the most successful ladies networks both in the UK and abroad and has a large international social circle. Carolyn is an inspirational voluntary mentor, working with other women both in technology and other industries to help them realise their potential in the workplace.



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