



FOR IMMEDIATE RELEASE

GuideGecko starts 'Crazy Tuesday Travel Guide Deals' on Facebook®

Customers vote for the travel guides they want at a 30% discount

Singapore, 12 May 2009 – GuideGecko today launches its Crazy Tuesday Travel Guide Deals, a promotion that allows customers to choose which travel guide they want to buy at a 30% discount. Every Facebook user that becomes a fan of GuideGecko's page can join the weekly votes. The guide with the highest number of votes wins and is available at a 30% discount for one day on the following Tuesday.

Voting takes place on GuideGecko's page on Facebook® at www.facebook.com/pages/GuideGecko/119479475760. Fans can vote for any of 2100+ travel guides available on www.GuideGecko.com. While every fan can only vote once per week, users are welcome to invite their friends to vote in favor of their preferred guide. There are no obligations for fans or voters. Fans submit their votes as comments on the page, citing the guide title and a link to the guide on GuideGecko's website.

A new vote starts every week. Voting ends each Monday at 12:00noon Singapore time. The winning guide is offered at a 30% discount off the suggested retail price on the following Tuesday. GuideGecko delivers worldwide at low shipping costs, with free shipping in Singapore.

"We leverage Facebook for its viral marketing potential. We involve our customers and empower them to decide which guides shall go on offer. Facebook is a highly interactive platform, and Crazy Tuesday Travel Guide Deals reflects that," says Daniel Quadt, Founder and Managing Director of GuideGecko.

Details are available at www.facebook.com/pages/GuideGecko/119479475760.

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About GuideGecko

GuideGecko is part online shop and part publishing platform for travel, lifestyle and entertainment guides. GuideGecko currently offers more than 2100 guides on 169 countries and 270 cities and regions around the world. All well known series are available, including



Lonely Planet, Rough Guides and Insight Guides, along with a large variety of less conventional titles such as Hedonist's Guides and Trailblazer, amongst many others.

Budding authors are invited to publish and sell their own guides on www.GuideGecko.com, and GuideGecko makes such guides available as PDF downloads and as printed books/booklets. Publishing is free and authors earn 50-75% on every copy sold.

All guides on one site, all at very low prices. That's GuideGecko.

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