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## The World's Best in Travel just a Click Away

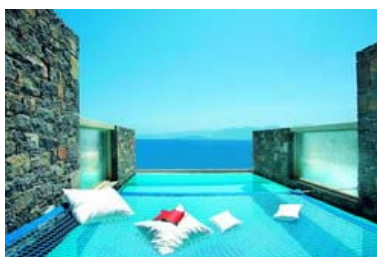
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*Travelling in style is now better, easier and more accessible than ever before now that duttondirect .com, online luxury directory and magazine have launched their VIP travel section.*

**“ Booking holidays online is becoming more and more popular, in a recent survey we conducted of 3000 people, holidays were the most bought online item (54%) by the 91% of respondents who had shopped online ”**

(PRWEB) December 5, 2007 -- Partnering with world renowned luxury travel specialists, Kiwi Collection, the duttondirect .com travel section features the finest hotels and resorts in the world.

"Booking holidays online is becoming more and more popular, in a recent survey we conducted of 3000 people, holidays were the



most bought online item (54%) by the 91% of respondents who had shopped online," says CEO duttondirect .com, James Dutton.

The duttondirect .com travel section offers over 1,900 properties worldwide from luxury brands and affiliations, as well as a host of independent properties that include quaint inns, high-end ranches and lodges, trend-setting hotels and the most luxurious of resorts.

Users can customise their search criteria based on destination, style, interests, settings or brand and then reserve their accommodation directly.

"Our site is already an online directory and magazine for luxury automotive, marine, property and aviation so we decided to add travel and really make duttondirect .com your one-stop-shop for all things luxury.

"Our ultra-affluent and discerning audience want the best there is and our new travel section now provides just that," says Dutton.

### Background:

duttondirect .com, is a global online luxury directory and magazine catering to an ultra-affluent and discerning audience and listing only those items considered prestige or in the luxury market.

duttondirect .com covers all aspects from pre through to post purchase of European/Prestige cars and race cars, boats and luxury yachts, private jets, impressive properties and lifestyle products.

In addition to the luxury classifieds, duttondirect .com has a directory showcase with an extensive range of specialist services and third party products to support and enhance lifestyle and luxury purchases.

duttondirect .com integrates its extensive inventory with live up to the minute news, articles and film clips, search tools, pricing information, photo galleries, buying guides, history and reviews ensuring users are completely informed on all areas where their interests may lie.

"We also have 'Wanted Ads', which enable our users to post online a particular luxury item they may be looking for. The wanted advertisements are checked by staff, sent to dealers, agents and brokers registered on duttondirect .com and then made public, so people can basically tell the world what they want!" says CEO duttondirect .com, James Dutton.

"A 98ft Azimut yacht recently sold from the site in Perth, Australia for \$8.7million and new items we have just listed include a 2004 Gulfstream for just under \$10million, a Grand Prix winning Schumacher Ferrari F3, a 2004 Azimut 116ft luxury yacht for over \$14million and exclusive islands ranging from \$3million to \$35million."

duttondirect currently lists in excess of \$2.2 billion worth of luxury items and is averaging approximately five million hits per month.

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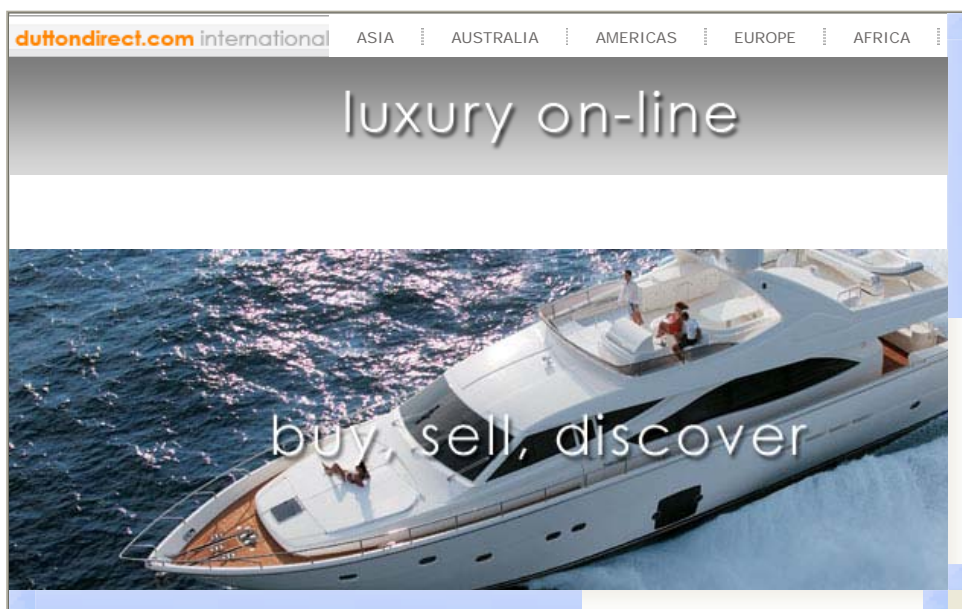
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