

## Luggage Forward Launches Online Global Booking Engine

### *Luggage Shipping Company Sets New Standard for Rapidly Growing Industry*

BOSTON, April 30, 2007 – Luggage Forward, the leading provider of door-to-door luggage and sports equipment delivery to more than 200 countries and territories, today unveiled a new online international booking engine. This latest advancement in Luggage Forward's industry leading suite of proprietary online tools and capabilities provides partners and clients with instant access to pricing in eleven currencies and a simple four step booking process for worldwide luggage delivery.

Luggage Forward is committed to providing travelers with an affordable and reliable alternative to checking luggage. This global booking engine provides clients with lower pricing based on dynamic data collected during the booking process. Luggage Forward's door-to-door service is now less expensive than excess baggage charges imposed by some airlines on international routes.

"We're excited to bring our vast international expertise online with our new booking engine so our clients can generate dynamic real-time pricing in their own currency," said Aaron Kirley, Vice President of Technology at Luggage Forward. "We have streamlined our booking process so clients can place an online order to forward their luggage as easily as they would book a flight."

Luggage Forward clients can simply visit [www.luggageforward.com](http://www.luggageforward.com) and click on the International tab to generate country-specific pricing and complete their entire booking. As part of this system upgrade, Luggage Forward has introduced lower pricing and faster transit times to popular destinations such as Australia, Italy, Japan, and the United Kingdom.

With summer air travel predicted to be at record levels and the recent announcements of increased fees for checked luggage, Luggage Forward anticipates a dramatic increase in luggage shipping demand from clients traveling abroad to second homes, cruise ships, and international golf courses. Providing clients with the ability to complete their entire international booking online is the latest application of technology in Luggage Forward's ongoing effort to provide the highest level of service possible.

Today's announcement demonstrates Luggage Forward's commitment to leveraging cutting edge technologies to maintain its leadership position in the emerging luggage forwarding industry. Luggage Forward plans to add additional capabilities in the coming months as part of the company's mission to provide travelers with an unparalleled level of service and convenience.

### **About Luggage Forward**

Luggage Forward, the leading provider of guaranteed door-to-door luggage and sports equipment delivery to more than 200 countries worldwide, offers a wide range of specialized forwarding options allowing clients the convenience of traveling without their luggage. The company's industry-leading website, [www.luggageforward.com](http://www.luggageforward.com), provides dynamically generated instant price quotes, online order booking and real-time luggage tracking. Clients choosing to book by phone speak to a dedicated Forwarding Specialist who individually monitors the shipment from initial inquiry to delivery using advanced order tracking technology. By eliminating long waits, the aggravation of lost luggage and the burden of carrying heavy bags, Luggage Forward allows clients to experience total travel convenience. For more information: [www.luggageforward.com](http://www.luggageforward.com).

media contact:

Zeke Adkins

p: +1 (617) 482-1100

[press@luggageforward.com](mailto:press@luggageforward.com)