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Tourism Holdings Limited NZX | Media Announcement

15 June 2012

thl ACQUIRES KEA AUSTRALIA BRAND; ASSURES CUSTOMERS OF BUSINESS CONTINUITY

New Zealand's premier tourism company Tourism Holdings Limited (**thl**) is pleased to announce the acquisition of the KEA Rentals and Sales Motorhome brands in Australia from KEA New Zealand.

Subsequently we have been advised that the previous agents for KEA Australia have ceased trading and that its directors have appointed a Liquidator for the business.

With **thl** entering into an agreement to take up the license of the brands in Australia there should be minimal disruption to existing and future KEA Australia customers.

thl will endeavour to ensure the customers are seamlessly transitioned to **thl** branches in the four Australian cities in which KEA operates. **thl** has also leased sufficient KEA design fleet to deliver the same high-quality service to existing and future KEA Australia customers.

thl Chief Executive Grant Webster said: "Our immediate focus is to ensure KEA Australia customers on the road and those with future bookings get to enjoy the holiday they are expecting: a great Australian motorhome experience".

"The KEA Australia leadership team have been very supportive in ensuring their customers are well catered for into the future given their difficult situation. We are pleased we have the financial strength, infrastructure and people in place to be able to assist."

"KEA Australia customers can be assured their needs will be attended to. We have the full intention of honouring the terms, conditions and pricing offered by KEA Australia in the market place today and will deal with any issues with customers on the road with care and respect."

KEA Australia customers with queries on the changes can call **1800 705 174** for more information.

Mr Webster added **thl** was thrilled at the prospect of combining the KEA Australia brand within its stable of brands.

"The KEA brand in Australia nicely compliments **thl's** existing Maui motorhome product in Australia, providing a different vehicle and experience that extends and enhances the **thl** product suite."

Road Bear RV Rentals & Sales
Maui
Britz
Backpacker
Explore More
Motek
Kiwi Experience
Black Water Rafting
Waitomo Glowworm Caves
Ruakuri Cave



thl will announce further enhancements to the KEA Australia customer proposition next week at the Australian Tourism Exchange (ATE), the Southern Hemisphere's largest annual tourism trade show being held in Perth.

thl and KEA New Zealand will, in the future, explore potential cost synergies between their businesses.

Mr Webster added the acquisition is not expected to have a material effect on **thl's** financial results for the year ending June 30, 2012.

Announcement authorised by:

A handwritten signature in blue ink, appearing to read 'Keith Smith', is positioned above the printed name.

Keith Smith
Chairman
Tourism Holdings Limited

For further information contact:

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KEA Australia customers
1800 705 174

About **thl** (<http://www.thlonline.com/>)

thl is New Zealand's premier tourism company. We are listed on the NZX and are the largest provider of holiday vehicles for rent and sale in Australia and New Zealand under the Maui, Britz, Backpacker, Explore More and Motek Vehicle Sales brands. In the USA we own and operate the Road Bear RV Rentals vehicle rentals and sales brand. Within New Zealand we operate Kiwi Experience and the Discover Waitomo group which includes Waitomo Glowworm Caves, Ruakuri Cave, Aranui Cave and The Legendary Blackwater Rafting Co. In 2012 **thl** entered in a joint venture to form RV Manufacturing Group LP, New Zealand's largest motorhome and specialist vehicle manufacturer. RVMG LP has operations both in Auckland and Hamilton.