

GALAVANTE

T R A V E L F O R T H E W O R K I N G J E T S E T

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GALAVANTE.COM DEFINES LEISURE TRAVEL FOR THE WORKING JET-SETTER

Galavante to Corner the Market as the Premier Resource for High End Travelers

New York, N.Y.— November 4, 2011 —Working long hours and forgoing week-long vacations takes a toll on busy professionals yearning for a quick escape, even if only for a few days. Galavante.com understands that vacations, no matter how short, should still offer a well-rounded trip. The editorial-based website makes weekly targeted recommendations for its readers looking for luxury getaways near and far. A first in the industry, Galavante will also offer editorial coverage geared toward high-end travel for families.

Founded by a former Blackstone Group professional and women who has attended Wharton Business School and Columbia, Galavante provides targeted travel advice for their members. Galavante Founders have traveled to over 20 countries, 50 cities and have visited over 60 luxury hotels this year only. Aimed at business professionals in their 30s and 40s, Galavante's editorial content will highlight targeted recommendations on where to stay, dine and how to experience a destination in style. The website features detailed travel recommendations and reviews, recipes, resources for families, high-end travel goods and other special interest articles. Galavante's contributors work in Private Equity, Law, Luxury Goods and Investment Management thereby, really understanding their target demographic when writing the editorial content for readers.

From the affordable to the ultra luxurious, Galavante.com offers its readers *The Goods* - a section which features items such as luggage, travel products and other accessories including cherished souvenirs to begin or complete any getaway.

Exclusive to Galavante.com, *Cooling Your Jets* inspires readers to enjoy home when they aren't traveling and features entertaining ideas for dinner parties, select recipes and other diversions inspired by Galavante travels. Whether it's the perfect selection of cheese plates, cocktails or deserts, Galavante.com readers can select recipes that add the

finishing touch to any entertaining occasion. Simple recipes are also showcased on the homepage with short videos.

Also a first for a luxury travel website world, Galavante.com's *Families* section details destinations befitting for travelers with children. Children will love traveling to London to see Big Ben or fly to Paris to see the home of the storybook character, Madeleine. Galavante.com finds accommodations paramount to jet-setting families, such as coveted cabana space, hotels that offer child-sized robes, activities such as hiking and adventure parks or the best pizza places for the kids.

Galavante members may offer their own reviews for their fellow travelers on the travel *Reviews and Forum*. *The Reviews and Forum* were created to provide a reliable resource for working jetsetters. To build credibility for the travel reviews members will be invited or apply to write a review for the website. Galavante will also showcase pictures and trip reviews submitted by members on a monthly basis.

In addition to the weekly travel editorial, Galavante will offer a contributor's Top Recommendations list for feature destinations and interviews with local individuals, Travel of the Rich & Famous and Galavante's Top Travel Lists for hotels and destinations in 2012.

"Travel has always been my passion, but with a very demanding job I couldn't take long vacations. When I was able to escape New York City for the weekend, I wanted to get the most out of a trip by knowing exactly where to stay and what to do, but I couldn't find an adequate travel site that gave me quick and easy recommendations," said Christine Drinan, Galavante's founder, CEO and Editor-in-Chief. "I founded Galavante to offer travelers like myself reliable itineraries for unforgettable 48-hour trips. I am a finance professional by background so directly relate to the needs of our working jet set travelers"

Galavante members who are living this working jet-set lifestyle, and those who aspire to live it, will relish suggested itineraries for destinations like Montenegro, Puglia and Sri Lanka, just three of the myriad of itineraries on the packed 2012 editorial schedule. Whether their engines are running or cooling down, Galavante readers will make this site their new online destination of choice before, during and after their next weekend escape.

For more information about Galavante, visit www.galavante.com.
