

29<sup>th</sup> July 2008

## **NEWS RELEASE**

### **i-TRAK gives you MONEY OFF FOR YOUR YEAR OFF**

i-TRAK, the intelligent baggage ID service, today launched an offer that will ensure student travellers have an invaluable safety net for personal possessions such as i-pods, mobile phones, digital cameras, and passports during their gap year travels around the world.

As students spend the summer planning their trips of a lifetime, i-TRAK is offering a substantial 25% discount on a Travel Pack plus a free robust metal tag – a recent addition to the range. i-TRAK Travel Packs normally retail at £9.99 and protect nine items such as luggage, passports and other valuables. If these items are mislaid and then found, the finder can contact i-TRAK who will in turn get in touch with the owner via text message, an email, and a phone call if possible.

The offer will run from 1<sup>st</sup> August 2008 to the 30<sup>th</sup> November 2008, any traveller about to embark upon a world trip should go to [www.i-TRAK.com](http://www.i-TRAK.com) and quote the promotional code: “gapoffer.”

“Over the past few years we have been able to re-unite a number of students with valuables that have been mislaid while on their travels,” explains Adam Dalby, managing director, i-TRAK. “This offer will provide students with peace of mind, knowing their lost items could be recovered no matter where they are in the world.”

**Case studies:**

i-TRAK re-united Sophie Ward, a student on her travels, with her entire luggage: "When I was in Fiji I picked up the wrong rucksack at the airport, however thanks to i-TRAK I had it back in my own hands the very next day. It was so simple, I received a SMS saying that it had been recorded as being found and I was even called personally to see that everything was okay. When I put the i-TRAK sticker on my bag at the start of the journey I didn't think much of it, but thanks to that small sticker I got my bag back and could enjoy the rest of my trip."

i-TRAK also recently received a call from a Sergeant at Caloundra Police Station, Queensland, Australia, who had had a digital camera handed in. i-TRAK was able to make contact with the owner, a gap year student, who was delighted to hear that he had not lost all of his precious photos from his world trip.

**Ends****About i-TRAK**

i-TRAK was founded in 2000 to provide luggage and personal item tracking solutions for travellers and the travel industry. The i-TRAK, number plate style, identification system makes any valuable item totally unique through its individual code displayed on the tag. In addition to the web and a 24 hour finders phone line, it is the only identity tag that uses the airline industry's very own telex communication system, allowing both airline workers and the public alike to quickly reunite lost bags with their owners. i-TRAK for luggage was launched in January 2003 and was followed by i-TRAK micro labels for other belongings such as passports, cameras, laptops, and MP3 players in February 2006.

**For further information, imagery or comment, please contact:**

Sam Connatty, i-TRAK

Tel: 0870 1270013/Mobile: 07957 693413

Sam.Connatty@i-trak.com