



ODIEN

PRESS RELEASE

ODIEN TO ACQUIRE FIRO-tour

Prague, March 3, 2010 – **Odien** and **FIRO-tour a.s. (“Firo”)** announced today that an **agreement was signed between the companies**, which foresees Odien acquiring a **100%** equity stake in Firo from Mr. Roman Fisek. Odien’s investment is subject to satisfactory due diligence and other conditions precedent.

Odien is the majority shareholder of Cedok a.s. (“Cedok”), the oldest and largest travel corporation in the Czech Republic which is celebrating its 90 year anniversary this year. Cedok is 50% shareholder of ESO travel and has a subsidiary in Turkey, Ahoy Turizm, which is a full-service travel company. Both Cedok and Firo will continue to operate as independent companies and use their respective brands. Mr. Roman Fisek will continue as a General Manager of Firo. The consolidated revenues of Odien’s Travel Group companies based on 2008 figures would exceed CZK 6 billion (USD 315 million).

„As an established brand with a loyal customer base complementary to Cedok’s, Firo is a good fit in light of our strategic expansion plans in the travel sector.” said Mr. Michael Saran the Managing Partner of Odien.

“Odien’s expansion strategy, regional presence, and financial strength will provide significant benefits to Firo and its customers and allow the company to expand further and reinforce Firo’s brand in the market.” said Mr. Roman Fisek.

About FIRO-tour a.s.: Based in Chomutov, FIRO-tour is one of the Czech Republic’s largest travel corporations. Founded in 1990, FIRO-tour operates on multiple levels of the travel business operating in the Czech Republic, including outgoing, domestic travel, sightseeing tours, and ski packages. In 2008 the company served more than one-hundred thousand customers and had revenues exceeding CZK 1.9 billion (USD 100 million). FIRO-tour employs over 240 employees and has 30 branches across the Czech Republic.

www.firotour.cz

About ODIEN Group:

The ODIEN Group is an investment holding which actively invests in Central and Eastern Europe. ODIEN invests primarily in special situations and companies that offer high growth potential in the medium-to-long term. ODIEN has regional offices in Prague and Istanbul.

www.odiengroup.com

PRESS CONTACTS:

ODIEN Group
Mr. Tomas Brejcha
Marketing & Communications Director
Mail: tomas.brejcha@odiengroup.com