



PRESS RELEASE

Čedok wins prestigious Rhodos image award

Prague (27.1.2010) – The Čedok travel agency has won the prestigious Rhodos image award in the travel agencies category for the second time. This award confirms the **strong position of the Čedok brand** and reflects its **ninety years on the Czech market**. Ranked best in its field, it is also the **best known travel agency** amongst respondents in the **Czech Republic**.

In the 12th year of the competition for the most impressive image, twelve categories were assessed from the selected fields of manufacturing and services (banks, travel agencies, petrol stations, airlines, retail chains, insurance companies, hire-purchase companies, construction companies, telephone operators, car manufacturers, mobile phone manufacturers, and manufacturers of consumer electronics). The chart of companies with the most impressive image is put together each year, based on a representative survey involving top managers from selected businesses in the Czech Republic.

Tomáš Brejcha,
Marketing Director
Čedok a.s.

About Čedok travel corporation:

Based in Prague, Čedok a.s. is the Czech Republic's largest travel corporation and one of the country's most recognized brands. Founded in 1920, Čedok operates on multiple levels of the travel business operating both in the Czech Republic and internationally serving its customers with destinations in over 50 countries. Čedok employs over 430 employees in the Czech Republic and abroad and has 48 branches across the Czech Republic.

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.

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