



Springdale Travel

An American Express Travel Representative



For Immediate Release:

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**AMERICAN EXPRESS TRAVEL ANNOUNCES 2011
REPRESENTATIVE EXCELLENCE AWARD WINNERS**

U.S. Representative Agency Winners Honored for Superior Sales and Year-Over-Year Growth

NEW YORK, March 2, 2012– American Express Travel has announced that Springdale Travel is one of 25 agency members of its U.S. Representative Travel Network that have earned the prestigious Representative Excellence Award for 2011.

The Representative Excellence Award honors the achievements of the Representative Travel Network member agencies who have achieved exceptional preferred supplier sales growth and are also in compliance with specific operational responsibilities of membership, established by American Express in support of the Brand. The 2011 winners will celebrate their success in Beijing China.

“We are thrilled to honor these distinguished agencies within our network for their unparalleled commitment to service and excellence for our customers,” said Ellen Bettridge, Vice President, U.S. Retail Travel Network, American Express Travel. “These agencies have set the bar very high, and I’m confident that they will continue to deliver outstanding results in the coming year and represent American Express Travel to the highest caliber.”

About Springdale Travel American Express:

With over 30 years of experience in corporate and leisure travel, and a team of 45 professionals, Springdale Travel American Express leads the entire Gulf coast area in cruise sales, tour sales and airline ticket sales. Springdale Travel has a long history of awards and recognition. This is the 6th consecutive year that they have received the RepExcellence award. They are also one of just a handful of local businesses to receive the Mobile Press Register’s Reader’s Choice Award for all ten years since it began. Springdale Travel (www.springdaletravel.com) has offices located in Mobile, AL and Pensacola, FL.

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