



TripShake.com / press release / 02/06/09

LONDON, 2/6/2009- Mr & Mrs Smith partners with TripShake to deliver boutique hotel offers and share travel tips on TripShake Magazine.

Mr & Mrs Smith, a London-based travel publisher and hotel reservations service that specializes in boutique hotels, features a collection of over 500 properties in Britain, Europe, Southeast Asia, Africa, Australia, North America, South America and the Caribbean.

The company, founded in 2003, sends style-savvy reviewers — including fashion designers, actors, chefs, novelists and advertising executives — across the world to locate and to write about properties that are up to Smith snuff.

Mr & Mrs Smith will add great value to TripShake Magazine, selecting new exclusive travel ideas for the demanding traveler.

TripShake Magazine consists of several niche blogs, where travel experts and professional journalists share their insights. These short, entertaining and resourceful posts offer readers the opportunity to get inspiration for the next trips.

TripShake selects the most appropriate partners to deliver expert tips and offers, for each niche: Ciao Bambino! shares useful information about family friendly resorts, Joobili for local festivals and events, Spotted by Locals for city life.

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About **TripShake** Ltd.

TripShake Limited is the company behind TripShake.com and TripShake.it. TripShake Limited is based in London, UK, with offices in Milan and Lugano, founded in 2008 by co-founders Antonio Bonanno (CEO) and Giorgio Montersino (CMO). ImaginVenture SA, business incubator based in Switzerland, is an investor in TripShake Limited.

TripShake is a social marketplace for travel. On TripShake travel agents and tour operators can deliver value added services and products to a vibrant travelers community. Travel professionals are provided with advanced marketing tools to retain their customers and expand their business online.

About **Mr & Mrs Smith** (www.mrandmrsmith.com)

The Mr & Mrs Smith concept was born in the UK in 2003, after a weekend break that had promised far more than it had delivered. Determined that no one should share their bad luck, founders James Lohan and Tamara Heber-Percy set out to compile a selection of stylish stays, and launched the first in the series of Mr & Mrs Smith hotel guides, beautiful books of boutique properties guaranteed to provide guests with a memorable getaway.

Mr & Mrs Smith took their 'great weekends away' campaign online in 2005 and now provides an expert booking service for a cherry-picked selection of more than 500 boutique hotels and luxe rentals around the globe. www.mrandmrsmith.com has become one of the most trafficked boutique-hotel booking sites in Europe, with more than 350,000 unique visitors each month.

About **ImaginVenture** SA

Imaginventure is a Swiss business incubator focused in internet and mobile start-ups. The company has been founded by Rocco Pellegrinelli, a serial entrepreneur that successfully managed to grow his start-up Brainpower into a public Company finally sold to the Bloomberg group.

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More information

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