



An American Express Travel Representative



For Immediate Release:

Contact: Maggie Hudson
Springdale Travel
251-414-4617
Maggie@SpringdaleTravel.com

**AMERICAN EXPRESS TRAVEL ANNOUNCES 2010
REPRESENTATIVE EXCELLENCE AWARD WINNERS**

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

NEW YORK, February 28, 2011– 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 2010.

The Representative Excellence Award honors the achievements of the Representative Travel Network member agencies that have reached superior sales results driving cruise and tour supplier goals or have secured the highest year-over-year sales growth.

"I am very excited to announce the 2010 Rep Excellence Winners. As you know, the Representative Excellence Award program was established to recognize 25 members of our Network who achieve 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." said Ellen Bettridge, vice president, U.S. Retail Travel Network, American Express Travel.

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 5th 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 nine years since it began. Springdale Travel (www.springdaletravel.com) has offices located in Mobile, AL and Pensacola, FL.

###