

## **Dublin, Ireland, March 2008**

Lir Technology's innovative search technology has been incorporated in a new website built for the Carrick-on-Suir-based football travel specialist Allstar Travel, [www.allstar.ie](http://www.allstar.ie).

The travel operator offers trips to Premier League, SPL, Serie A, La Liga, Champions League and UEFA Cup games as well as international football and rugby matches. In addition to the company's packaged trips, Lir's technology allows football fans to package their own preferred combinations of match tickets, flights and accommodation and book this all online with a single click.

After booking, dialogue with customers is maintained through a personalised password-protected profile page where travellers can view the status of their itineraries 24/7.

Other travel agents have access to the booking facilities on the site, and access to their customers' itineraries, through their own allocated userids.

Lir CEO, Douglas MacKenzie, said 'The successful launch of this project reinforces Lir's presence in the travel industry where our patented search technology already powers TIRA (The Intelligent Reservations Agent) on the TeeTime Scotland and TeeTime Ireland golf booking websites.

### **About Lir Technology**

The company provides unparalleled access and quality search solutions for large multiple database backed websites. Lirtech aims to be a world class leader in 'search and display' web solutions for business-to-business (B2B) and business-to-consumer (B2C) transactions.

### **About Allstar Travel**

Allstar Travel is a fully bonded and government licenced travel agent, based in Carrick-on-Suir, Co Tipperary, which has been operating Premiership football trips to the United Kingdom and Europe for 8 years.