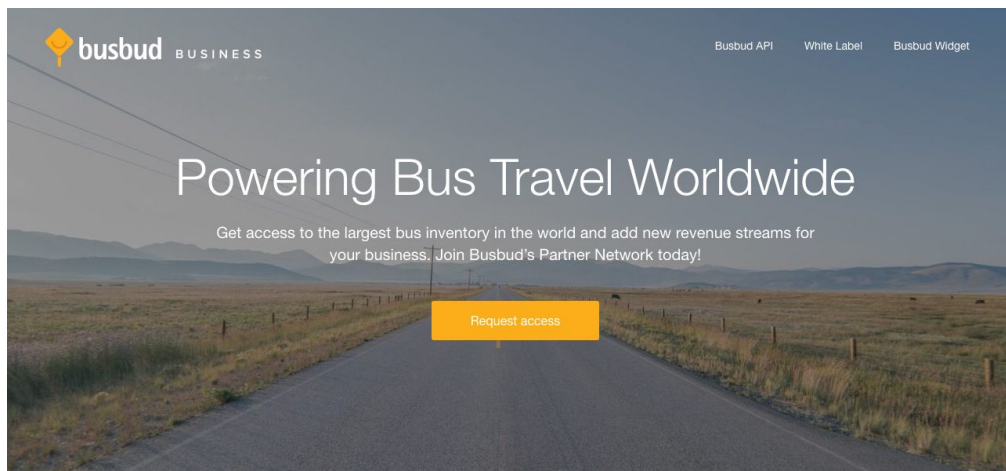


Busbud Launches Bus Booking B2B Platform, Adds Former Expedia Managing Director as COO.

Busbud Business powers bus ticket booking on travel apps and sites worldwide by offering new API, white label and widget tools.

MONTREAL - MAY 19, 2016 - [Busbud](#), the bus travel booking app and website selling bus tickets in 63 countries and 10,000 cities, announces a new milestone in its quest to make bus travel easier around the world. With the launch of *Busbud Business*, the company opens its Bus Booking API to partners and increases its lead in the bus and coach industry.



Multimodal Sites Gain Access to Busbud's Bus Inventory, Add Bus Vertical

By partnering with Busbud, travel sites and apps gain access to the largest bus inventory in the world.

A dozen major travel companies have recently signed distribution agreements with Busbud and will be making intercity bus inventory available on their platforms in the coming weeks.

For launch partners like Liligo, who offers online flight reservations and hotel bookings, partnering with Busbud is a way of increasing revenues while giving travelers more choice.

Mario Gavira, managing director at Liligo: *"In recent years, we've seen increased interest among our users for low-cost flights, hinting at the need for more budget options on our site. We're excited to add bus tickets and appeal to these value-sensitive consumers."*

New COO Sean Shannon, former managing director at Expedia

In the past year, Busbud has experienced a 600% year over year growth in ticket sales.

With an eye on ramping up its global expansion, Busbud adds Sean Shannon, former managing director of Expedia for Canada, Latin America and Australia/New Zealand, as Chief Operating Officer.

“Sean brings a wealth of knowledge with 25+ years of executive leadership experience. As one of the in-country team founders, he scaled Expedia Canada to well over USD \$2B in annual bookings, led Expedia’s expansion into Latin America, and oversaw the fast growing business in Australia/New Zealand. We’re excited to add his domain expert knowledge of the travel industry to our team, ” said LP Maurice, CEO of Busbud.

“OTAs and meta-search engines are always on the lookout for new revenue streams, and the time is now for adding the fast growing intercity bus booking vertical across all platforms. Busbud has built a great team and product, and I look forward to helping them take it to the next level.” said Sean Shannon, COO of Busbud



About Busbud

Busbud is the bus travel booking app and website with the largest coverage, serving over two million departures to travelers around the world every week. You can search, compare and buy tickets from hundreds of bus companies in 10,000 cities across 63 countries and 500,000 different bus routes.

Travel aggregators have radically changed the way we search and book plane and train tickets, but nothing of the sort has been available for buses until now. Busbud is becoming the go-to tool for bus travelers worldwide.

Busbud's vision is to make the world more accessible. By building the largest bus inventory and allowing third party access, Busbud is committed to making this affordable travel option more present in the minds of consumers around the world.

Busbud is based in Montreal, Canada, and currently has 40 employees based in their Mile-End office. It has raised \$10.2M dollars from investors such as iNovia Capital, Real Ventures, OMERS Ventures and Revolution Ventures. Its angels and advisors include executives from TripAdvisor, Expedia, Travelocity, Google and Facebook.

More info: <https://www.busbud.com/en/about>