

NEWS RELEASE

**Trading CDN : LKAN
CUSIP No. : 524911104**

For Immediate Release

August 12, 1996 TORONTO, ONTARIO : Leisure Canada Inc. ("Leisure") In agreement with Points North Technologies Inc. ("Points North"), and ISM Information Systems Management Corporation ("ISM") (an IBM Company) today jointly announced the launch of an integrated world wide web travel system.

The "Travel Storefront" is the brainchild of Leisure Canada President Bill Kerby. It is being designed through a Points North and ISM strategic alliance, in support of the international travel interests owned and operated by Leisure Canada.

The Points North design team is anxious to draw attention to the creative interface and design elements being utilized to construct what the group maintains will be the world's largest, most advanced and accessible travel system. "The interface revolves around design elements that are aimed at making use of the storefront a pleasurable online experience", says design lead Les Cantin of Points North. "The eventual use of three dimensional and full motion technologies soon to be accessible to consumers are a central focus of the interface".

"It is the development of technological systems that will begin to make the Internet a vastly more manageable and desirable tool for the average consumer", suggests Points North CFO Shelly Frank. "We are talking about touring the resort, the cruise ship or the region before you get there, reserving the car, booking the room and airline passage on a secure access, electronic capital system.

When complete, the program will link to an international 1-800 system, a variety of existing travel agents, and a video on demand service designed to put a human voice and face on a fully interactive system. The call centre, travel agent links and online service system will bring together an estimated 2,600 travel, tourism and destination related operations ranging from tourism authorities to five star resorts in the first year of international operation. The tourism and travel community will benefit from a strong central information database contributed to the project by Leisure Canada's publishing division, publishers of America Yours to Discover, Leisure, and Canadian Traveller Magazines. These periodicals, in combination with the organization's specialty publications, give the project a living and growing database that opens the world's most comprehensive travel related library to the public. Leisure Canada's international travel concerns revolve around consumer and commercial publication, tour operations in the United Kingdom servicing the North American and African continents, corporate travel services and underwriting.

Bill Kerby, Leisure Canada's President, suggests that this service is the final piece in a corporate development plan that spans a half decade. "We believe that this program not only opens the doors to the world's millions of Internet users, but brings with it the opportunity to integrate the program into the travel agent distribution system. The online system allows the company to sustain dramatic growth in its existing Leisure Card, (International Travel Discount Program), its insurance division, publishing and 1-800/1-888 support services."

The combination of Points North's project direction, creative and technical knowledge, Leisure Canada's ability to supply content and understanding of the business, and ISM's systems management and operations experience will allow the system to be built and maintained on a leading technologies basis. "This is an opportunity to combine IBM's Internet technology leadership with ISM's world class information systems management to jointly develop an entirely new travel marketplace. The potential for this new service is unlimited and we are pleased to be involved," said Gerald Fiske, Vice President and General Manager, ISM Saskatchewan.

The ONLINE 4TRAVEL system is on target for an international launch in September of 1996.

For further information, contact Bill Kerby, President, at 604-606-1606.