

NEWS RELEASE

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For Immediate Release

November 26, 1996 TORONTO, ONTARIO : Leisure Canada Inc. announced today that it has entered into a definitive agreement to purchase all of the outstanding shares of Travel Distribution Resource Group Inc. ("TDRG") of Toronto. TDRG is one of Canada's largest retail travel services providers through its more than 200 Goliger's, Travel Trust International (TTI) and International Tours locations.

Under the terms of the agreement, Leisure Canada will pay a purchase price of \$1 million in cash together with 100,000 new common shares of Leisure Canada, and will assume TDRG liabilities of approximately \$1.4 million

- Peter Rooney, a director of Leisure Canada who will become Chairman of TDRG, said that "we are extremely pleased to be adding TDRG to our integrated travel operations". Leisure currently has four other components of its travel operations :
- Bluebird Holidays - a tour operator-consolidator with offices in the United Kingdom and South Africa operating air contracts with British Airways, Virgin Atlantic, Britannia, Canadian Airlines and Canada 3000.
- Altracs Publishing and Multimedia Division - includes Leisure Canada Magazine, Leisure Card, 800-4-Travel and its Internet superstore On-line-4-Travel
- International Insurance Brokers Corporation - provides travel-related insurance services

- Auto Division - encompasses the Thrifty Car Rental master licence for British Columbia.

In addition, Leisure Canada recently announced a proposal to acquire the rights to develop several resort hotels in Cuba in exchange for the issue of 13 million common shares of Leisure Canada. There are currently approximately 6 million common shares of Leisure Canada outstanding, fully diluted.

For further information contact : Peter Rooney, Director (905) 859-2382 or Bill Kerby, President (604) 606-1606.