

A scenic view of a snowy mountain landscape. In the foreground, a silver and black train is traveling on tracks through a snow-covered valley. The background features a large, snow-dusted mountain peak under a clear sky. The overall scene is bright and wintry.

KEY-HOLIDAYS

**Delivering Memorable Rail Travel Tours
and Vacations for Over 35 Years**

July 2019

KEY HOLIDAYS

Key Holidays Today

KEY HOLIDAYS is Train Travel, Inc.'s rail-centric retail travel agency division based in Walnut Creek California and staffed with highly experienced travel professionals. (www.keyholidays.com)

Today, and for the past thirty-five (35) years, **KEY HOLIDAYS** has been Amtrak's #1 tour operator west of the Mississippi River. **KEY HOLIDAYS** offers Amtrak train tours to western U.S. destinations in Arizona, British Columbia (Canada), California, Colorado, Nevada, Oregon, and Washington to popular destinations such as Grand Canyon, Hearst Castle, Los Angeles, Monterey, Reno, San Francisco, Santa Barbara, Sequoia, Yosemite and other National and State Parks. **KEY HOLIDAYS** can create an Amtrak vacation and provide full tour agency services to any location across the U.S. where Amtrak operates. **KEY HOLIDAYS's** tours provides booking functionality through any registered travel agent in the U.S. providing customary travel industry financial incentives.

In November 2018 **KEY HOLIDAYS** expanded its base Amtrak tour services on state route trains beginning with Amtrak's *Hoosier State* sponsored by the State of Indiana. During 2019 the Company plans to expand this service on other state sponsored trains, primarily in the Midwest. Through providing this much needed service for state routes, **KEY HOLIDAYS** plans on extending its market reach beyond California and the western U.S. states. After 35 years in business **KEY HOLIDAYS** has amassed tens of thousands of customer contacts and has demonstrated its leadership in providing "gaming-based" rail vacations to points like Reno and Las Vegas.

KEY HOLIDAYS also provides customized private rail tours onboard private railcars.

Through Train Travel, Inc.'s **KEY TOURS INTERNATIONAL** division, discussed later, the Company provides cruise vacations to Alaska, Caribbean, Europe and other destinations, as well as other niche international travel tours.

KEY HOLIDAYS

Key Holidays Today

KEY HOLIDAYS is perhaps best known for its California “**Fun Train**” franchise. It is making plans to re-launch its famous ***Reno Fun Train*** in 2019 along with other new destination “Fun Trains”, significantly expanding the “Fun Train” brand. The “**Fun Train**” began back in 1963 with the Southern Pacific Railroad and the Reno Nevada Chamber of Commerce offering charter train tours from California’s Bay Area through the Sierra Mountains to Reno Nevada. In 1993 the franchise was awarded to and acquired by **KEY HOLIDAYS**. Trains ran continuously up to 2017 when the previous operator’s overall financial challenges caused the train to stop running.

Train Travel, Inc. acquired the **KEY HOLIDAYS** company and assets on September 15, 2018 and its plans include re-launching the “**Fun Train**” into a year-round schedule in 2019 and to new destinations including Los Angeles and new points in the Bay Area. The new “**Fun Train**” will resume its destination to Las Vegas as well as new destinations over the holidays in the Bay Area. The California market is the largest in the U.S. The new “**Fun Train**” will use double deck rail equipment and be designed and marketed as a cruise ship-like experience on rails.

Newly Designed “**FUN TRAIN**”
Logo and Branding



KEY HOLIDAYS

It's FUN TRAIN Franchise

History of the Reno Fun Train (www.RenoFunTrain.com)

In 1963 Southern Pacific Railroad and the Reno Chamber of Commerce devised a plan to not only stimulate wintertime business in Reno, but keep the Southern Pacific crews working during the off season. With this collaboration, the **Reno Fun Train** was up and running with ex-49er football player, Don Burke, acting as host. Over the years various tour operators ran this party train. Through the 1960's, 70's and 80's, "Fun Train" established a reputation as being a huge party on wheels traveling through the spectacular Sierra Nevada Mountains destined for the "The Biggest Little City In The World".

In 1990 a company called Transcisco attempted to operate a deluxe private train to Reno, putting the Fun Train temporarily out of business. After the demise of Transcisco Trains, Amtrak once again wanted to re-establish a seasonal weekend FUN TRAIN and awarded the contract to **KEY HOLIDAYS** of Walnut Creek California in 1993. Key Holidays not only reestablished the traditions of the old **Reno Fun Train**, such as the live Dance Band, Strolling Minstrels and party atmosphere, but also added features; light meals served roundtrip, Souvenir Shop, Piano Lounge Car, Dance Car and Sightseeing Dome Car.



KEY HOLIDAYS

It's FUN TRAIN Franchise

History of the Sierra Scenic Train (www.SierraTrain.com)

With the establishment of a successful new operation of the “Fun Train”, attention then focused to the rail equipment just sitting around during the week. Starting in 1996, **KEY HOLIDAYS** began running the midweek **Reno Snow Train**. This train was a daylight train in both directions and was geared to retirees and families (children are allowed, where on the **Reno Fun Train** passengers are required to be at least 21 years of age). The **Reno Snow Train** featured single level Amtrak equipment, Souvenir Shop, Strolling Minstrels, Piano Lounge Car, and Sightseeing Great Dome. The Dance Car with DJ Music was available on some departures.

History of the Vegas Fun Train (www.VegasFunTrain.com)

To our knowledge, no other operator, other than Amtrak (since 1971), has ran trains to Las Vegas from California – with the exception of **KEY HOLIDAYS**. In 2002 **KEY HOLIDAYS** ran its **Vegas Fun Train** from Los Angeles California to Las Vegas Nevada. We believe that this train will have great public appeal.

KEY HOLIDAYS

It's FUN TRAIN Franchise

NEW “Fun Trains” In Development

The Company will be acquiring its own train sets for use with an 11-month **Fun Train** schedule with the addition of these new trains:

- **California Fun Train (www.CaliFunTrain.com); Bay Area to Los Angeles**
- **Holiday & Santa Trains (www.SantaFunTrain.com)**
- **Denver Fun Train (www.DenverFunTrain.com)**

Below - Promotional Photo of the 1975 Reno Fun Train



KEY-HOLIDAYS

It's FUN TRAIN Franchise

NEW “Fun Train” Passenger Car Equipment

The Company will be acquiring its own “double deck” passenger cars that will accommodate 772 passengers, compared to 548 with the old business model of leasing single level railcars, or an increase of 40.9%. The new structure will provide for 546 Coach Class, 126 First Class and 50 VIP class customers, while providing the all of the train’s customers with a full dining car, two lounge cars and another 185+ places/spots for passenger activities away from their assigned seats. These activities occur in the lower level of the 11 railcars and one specialty baggage car and include features such as (1) Cigar Bar, (3) Game Room Lounges, (3) Mini-Lounge Areas, (1) Gift Shop, (1) General Smoking Area-Front Lounge/Cafe, and (1) Tour Promotion Center.

***Right – Example of
the Lounge Railcar
on the “NEW”
Fun Train***



KEY HOLIDAYS

It's Past and It's Future

The late Henry Luna and his wife Connie Luna, opened **KEY HOLIDAYS** in 1983. Henry Luna, one of the founding members of the Niles Canyon Railway, was the visionary and President until his retirement in 2004. Later in 2012, the Company was sold to Chicago-based Iowa Pacific Holdings.

In September 2018 Train Travel, Inc. purchased the **KEY HOLIDAYS** and **KEY TOURS INTERNATIONAL** assets from Rail Yard Properties LLC, who had acquired them from Iowa Pacific Holdings earlier. Today Train Travel, Inc.'s Management Team with support from corporate parent Railmark Holdings, Inc., is returning **KEY HOLIDAYS** to its legacy Business Plan while expanding the Company's market of rail-centric travel opportunities. The Company is hoping to re-launch the Fun Train franchise in 2020, combining the retail train experience of Key Holidays. Train Travel and Railmark into a **"Train Experience Like No Other"**. In the meantime Train Travel, Inc., Key Holidays and Key Tours International will continue to offer exciting train vacations and cruises.

KEY HOLIDAYS
"Legacy Logo"
1983-2018



KEY TOURS

INTERNATIONAL

CONNECTING OUR CUSTOMERS TO THE WORLD

Key Tours International Division offers unique international tour and travel experiences in Africa, Canada, Caribbean, Germany, Hungary, Italy, Latin America, Mexico, Panama Canal, and elsewhere in the world. Key Tours is the only U.S. authorized ticket agent for the famous 55+ year old Chepe Train, touring Mexico's Copper Canyon and offers unique rail tours in Africa, Canada and Europe.



KEY-TOURS

INTERNATIONAL

CONNECTING THE WORLD TO AFRICA



Key Tours International is making preparations to offer the finest and best coordinated **African Heritage Tours**. In North America and we presume the rest of the world, this is an extremely underserved market. Key Tours International is planning several niches of African tours including:

- **African Origins Tours** (www.OriginsTourAfrica.com)
- **African Rail Tours** (www.AfricaByTrain.com)
- **ECO-TOURISM Africa**

KEY TOURS

INTERNATIONAL

CONNECTING THE WORLD TO AFRICA

By the end of 2ndQ 2019 Key Tours International is targeting to begin marketing unique Eco-Tourism and Tour Experiences in Africa and offer original tour programs in Ghana and Guinea Bissau, adding Benin and Burkina Faso later in 2019, as well as others. An African tour experience is unique with Key Tours International in that the Company has local staff working to ensure an African experience of a lifetime. Carefully coordinated among the Company's African affiliates and partners, no other tour company can provide this complete and worry-free tour package.

Our African Eco-Tourism packages will take the customer way beyond simple wildlife drivebys, to full interaction with nature and the local people like no other African tour experience can offer. And as rail continues to develop in Africa, so will Key Tours International African Rail Tour Packages. Key Tours goal is to be the single best, worry-free, memorable, African tour experience period. Key Tours will provide a seamless, turnkey tour package with its own guides, creating an experience of a lifetime.



“RailPerks” – A TRAVEL REWARDS PROGRAM LIKE NO OTHER

Another Train Travel, Inc. Division is “**RAILPERKS**”, a unique international Rail Travel Rewards Program proving its members and guests with loyalty rewards and rail travel perks and awards. Offered to any passenger on any Railmark operated train around the world and to any customer or potential customer of Train Travel, Inc., “**RAILPERKS**” is a loyalty program designed for rail passengers. The program is also open to our partners and those rail venues around the world which meet our quality criteria.

“**RAILPERKS**” members earn basic points like most other airline travel rewards programs, by earning miles on basic travel on Railmark passenger train routes or with travel with our partner railroads. Points are earned through the travel programs offered by Train Travel, Inc., even if the travel does not involve rail. Points accumulate for free travel awards, rail travel upgrades or rail travel merchandise.

Members enjoy an online account to manage their “**RAILPERKS**” program and to receive “Members-Only” special opportunities. This is the only rail travel rewards program that rewards passenger rail travel around the world in a single program. Advertising opportunities are available with “**RAILPERKS**”.



Internet Domain Holdings & Web Presence

Train Travel, Inc Corporate Parent

- RideOurTrains.com (Active)
- [@RideOurTrains Twitter](https://twitter.com/RideOurTrains) (Active)
- ShopTrainTravel.com (Active – Company Online Store)
- RailPerks.com (In Development – System-wide Rail Travel Rewards Program)

Key Holidays Site & Branded Trains & Tours

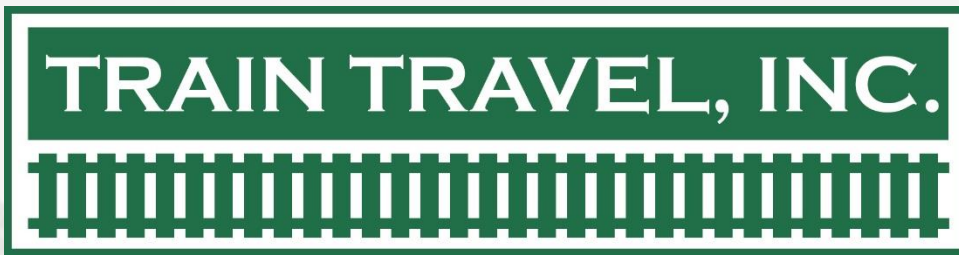
- KeyHolidays.com (Active)
- RenoFunTrain.com (Redirects to KeyHolidays.com)
- PullmanGold.com (Links to a HTML Page on the Current Website)
- FreeFunTrain.com (Currently Inactive)

Key Tours International Brand Site & Tours

- TravelKeyTours.com (In Development)
- OriginsTourAfrica.com (In Development)
- AfricaByTrain.com (In Development)

Remaining Domains in Holding Awaiting Development

- VegasFunTrain.com (Currently Redirects to KeyHolidays.com)
- CaliFunTrain.com (Currently Redirects to KeyHolidays.com)
- SantaFunTrain.com
- DenverFunTrain.com
- SierraTrain.com
- SnowTrain.us
- GoldRushRail.com
- RailIndiana.com
- RailMissouri.com
- RailColorado.com
- ColoradoByRail.com
- FansOfRail.com



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