

Dear clients and friends,



It is with great pleasure that I wish to update you with our recent activities and News @ Kenes Tours over the past quarter.

Operations: Significant activities occurred during the last few months in both Israel and abroad. We hosted a familiarization trip of major decision makers and pastors from one of the leading ministries in the USA. We are now preparing their future groups for this year and 2011. This year we operated a number of very successful and challenging productions, one of them being a mission in Poland. The JFNA's Mission Possible also took place this year and was a very prestigious and memorable event. During the last few months we witnessed a large growth of Pilgrim Tours to Israel. Another demanding market is the Luxury Private car tours - which was professionally implemented by our experienced tour operators. Our conference department managed the ILSI - Biomed 2010 registration that was attended by 2,400 participants (both local and international). The month of July welcomes the JNFA Young Leadership Summer Mission and a large incentive from Mexico.

Sales & Marketing: Our presence in the U.S. has also been considerable. Nathan Hitron, our Director of Sales & Marketing, visited some of our distinguished clients and new clients with whom we are currently compiling action plans for future cooperation. Elhanan and I visited some influential clients in the U.S. last week and returned with much enthusiasm to create innovative products for our clients.

We are currently building our new website which will provide the latest information about the many products we offer.

I wish to welcome on board Zeev Anolik, Kenes Tours' new Director of Operations, whom many of you may know from the trade. Zeev brings with him much experience and innovative ideas as to how we can do even better at Kenes Tours. Our mission of giving our clients the best service at competitive prices is stronger than ever.



I would like to also welcome Shelley Dror-Schneider, my new Personal Assistant. Shelley is in charge of many integrated tasks within the office, is acting to improve existing activities, and initiating innovative external events.



I am very optimistic as 2010 is, so far, a good year. We have great ambitions for the future and I hope that together with you, we will accomplish most of them. I would be delighted to receive your feedback to this newsletter and assist you with any query you may have.

Yours sincerely,

Uri Avrouskine
General Manager
uri@kenes.com

ISRAEL MUSEUM TO LAUNCH NEW CAMPUS



After three years and \$100 million, the Israel Museum in Jerusalem, the largest cultural institution in Israel, has been revamped. The museum features new galleries, orientation facilities, public spaces, renovated collection wings, and reinstalled encyclopedic collections.

The campus will be inaugurated July 26, 2010 with exhibitions by renowned artists and week-long celebrations, including performances by Israeli cultural icons and a late night art and music festival.

The Museum will extend its opening hours during the day, offering free tours, art workshops for children and more. The festivities will continue in August with among other events Wine-Tasting Festival, Art Happening, Kite-Flying and theatrical tours. Ranked among the leading art and

Hebrew University Meeting - Largest in 73 years!

For the fourth consecutive year Kenes Tours provided comprehensive tourism services for the 73rd Meeting of the Board of Governors of the Hebrew University of Jerusalem, held June 3-9, 2010, in Jerusalem.

Themed "GENESIS - Origins of the Universe and Humankind," the 2010 event was the largest to-date attracting over 450 VIPs from 19 countries. The participants, major donors, explored the scope of the University from Jewish studies to astrophysics, archeology and medicine.

Kenes Tours, chosen for the project to its experience in handling elite clients, handled accommodation, transport, registration and the website.

Participants were enjoyed the 5-star King David and David Citadel hotels, a light and sound celebration at Jerusalem's David Citadel Museum, and a performance of Nabucco at Masada near the Dead Sea.

KENES TOURS MANAGEMENT

Elhanan Dvir President: edvir@kenes.com
Uri Avrouskine General Manager: uri@kenes.com
Nathan Hitron Director of Sales and Marketing: hnathan@kenes.com
Zeev Anolik Director of Operations: zanolik@kenes.com
Virginia Syvan Mngr., Jewish Organizations Dept.: vsyvan@kenes.com

➤ For general information and assistance -Shelley Dror-Schneider, Personal Assistant to Uri Avrouskine: sschneider@kenes.com
➤ For all payment and invoice issues, please see our letter sent May 8, 2010. All payments to Kenes Tours should be issued to: Kenes Israel Holding Ltd, POB 56, Airport City 70151. All payments should be issued to Bank Leumi, Branch # 654, Account # 321000/15. SWIFT LumiiLit xxx. IBAN: # IL1750106540000032100015. Toyota Building, 63 Igal Alon Street, Tel-Aviv.

TEL-AVIV'S BOUTIQUE HOTEL EXPERIENCE...

Whether on holiday or on business enjoy the luxury of the Carlton Tel-Aviv Hotel. In the heart of the city, overlooking the Mediterranean, you will find newly designed features and unique gracious style. Our spacious guest rooms and inviting suites, will make your stay simply... Unforgettable.

