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FOR IMMEDIATE RELEASE

Maksoud Plaza in Sao Paulo Selects TravelCLICK as Electronic Distribution Partner

CHICAGO (July 12, 2004) - Richard W. Gray, chairman and co-CEO of TravelCLICK, announced today that the 416-room luxury Maksoud Plaza hotel in São Paulo, Brazil, has selected TravelCLICK's iHotelier booking engine for GDS and Internet connectivity in order to manage its own electronic distribution activities both locally and internationally.

TravelCLICK's enabling technology, including the patent-pending OneScreen Web booking engine user interface, customized Web-based CRS, GDS connectivity, online voice reservation management, Internet marketing, and dynamic packaging (allowing consumers to customize their own packages), provides all the tools necessary for the property to manage their electronic distribution process on their own. In addition, the new TravelCLICK functionality enables both corporate accounts and meeting attendees to make hotel reservations into their blocks directly through the property's Web site.

According to Dr. Henry Maksoud, president of The Maksoud Plaza, "The hotel has made a significant commitment to Internet access for our guestrooms, with the novel Room Office® concept that provides up to three simultaneous ways to access the Internet from each guestroom. Therefore, we are very impressed with TravelCLICK's ability to provide the tools we need to manage all aspects of electronic distribution." Dr. Maksoud emphasized the value of the consumer-friendly OneScreen web booking engine, for corporate and leisure business, both locally and internationally, thanks to its capacity for multiple languages. "With both GDS connectivity and Internet electronic distribution, we can implement sophisticated e-commerce strategies ourselves while ensuring we have the kind of local service and support TravelCLICK guarantees."

"By combining consumer interactivity with extensive management tools, the iHotelier booking engine enables hotels to maximize their profits from electronic distribution on the Web," said Ray Cohen, president and co-CEO of TravelCLICK. "For a property such as The Maksoud Plaza, these capabilities are fundamental to being a market leader and preferred choice in today's intensely competitive Internet marketplace. We are very pleased to be working with a Brazilian property of the distinction and sophistication of The Maksoud Plaza."

About The Maksoud Plaza

The Maksoud Plaza (www.maksoud.com), a landmark of hospitality, elegance, impeccable service and forefront technology is one of Latin America's finest and most traditional five star deluxe hotels. Having completed a two-year, \$10 million investment in renovations, the hotel features a Skyline Lounge Club offering magnificent views. Close to fashionable Avenida Paulista, the hotel has an Atrium Lobby with a distinguished architectural design that provides an unforgettable welcome – fountains, a shopping arcade, 24-hour restaurants and bars, moving stairways, four panoramic elevators and gardens with tropical plants. Art by Bruno Giorgi, Toyota and Maria Bonomi adds to the sophistication of the atmosphere.

All rooms include the Fast Track Internet® , a digital safe, and remote control for climate, lights, CATV and stereo music channels. All restaurants, bars, the Events Pavilion, the theater and all public areas of the hotel are equipped with both the Fast Track Internet® and a WiFi system of access to a First Tier Backbone of the Internet. A 24-hour security staff and controlled room access assures maximum security, a tradition in the Maksoud Plaza.

The Hotel has a 420-seat theater and an Events Pavilion equipped for meetings, conventions, conferences, banquets, weddings, cocktails, cinema, theater and concerts for more than 2,000 attendees. Throughout the years The Maksoud Plaza has promoted concerts and shows by renowned international artists such as Frank Sinatra, Alberta Hunter, Julio Iglesias, Michel Legand, Bobby Short, Sammy Davis Jr., Billie Ekstine, among many others.

The Maksoud Plaza has been classified in a world survey by the well known *Wallpaper Magazine*, in May 2001, as "The Best Independent Hotel". The hotel was noted in August 2003 by the readers of *Euromoney Magazine* as the "Top Hotel in São Paulo" for 10 consecutive years. In addition, *Latin Trade Magazine*, in February 2004 presented The Maksoud Plaza as the "Best Hotel in São Paulo".

About TravelCLICK

TravelCLICK (www.travelclick.net) is the leading provider of solutions that help hotels and other travel industry suppliers maximize profit from electronic distribution channels. The company's iHotelier booking engine platform and web site marketing programs enable hotels to better execute strategies that increase business into their own Web sites. TravelCLICK's competitive benchmarking reports provide hotels with price and booking performance information unavailable through any other source. The company's exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional messages to specific travel agents and consumers when they are booking travel.

Established in 1996 and headquartered in the Chicago area, TravelCLICK operates in more than 140 countries around the world. The company has over 7,500 clients, including national and international companies such as Accor, Air France, Avis, British Airways, Carlson Hotels Worldwide, Caesar Park Hotels, The Dorchester, Fairmont Hotels & Resorts, Four Seasons Hotels & Resorts, The Greenbriar, Hilton Hotels Corporation, Hyatt Hotels & Resorts, Kempinski Hotels & Resorts, Loews Hotels, Lufthansa, Marriott Hotels & Resorts, The New York Palace, NH Hotels, Orient Express Hotels, The Peninsula Group, The Ritz-Carlton Hotel Company, SAS, The Savoy Group, Shangri-La Hotels, Sol Melia, Starwood Hotels & Resorts, Thistle Hotels, USAirways, Virgin Atlantic and Wyndham Hotels & Resorts.

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