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FOR IMMEDIATE RELEASE

The Alexander, Miami Beach Selects TravelCLICK as Electronic Distribution Partner

CHICAGO (July 19, 2004) – Ray Cohen, president and co-CEO of TravelCLICK, announced today that The Alexander All-Suite Oceanfront Resort in Miami Beach has selected TravelCLICK's iHotelier booking engine for its GDS and website connectivity. The Alexander will be using TravelCLICK's technology platform to manage its distribution activities through its local Internet channels.

Said David Dohmen, General Manager of The Alexander, "We selected TravelCLICK's booking engine because it is critical for an independent hotel to have the same presence in the electronic channels as the brand chains and TravelCLICK's enabling technology allows us to do that. TravelCLICK provides us with the ability to manage all aspects of our electronic distribution strategy."

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 the 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 website.

"Our partnership with The Alexander is a prime example of the way our cutting-edge technology can support an independent hotel's electronic distribution strategy. The iHotelier booking engine gives individual hotels the ability to maximize their profits from electronic distribution on the web," said Richard Gray, chairman and co-CEO of TravelCLICK.

About The Alexander

The Alexander All-Suite Oceanfront Resort is an intimate and exclusive beachfront property, offering luxury all-suite accommodations, over 12,000 sq. feet of flexible meeting space, two lagoon-shaped pools, poolside cabanas, and Shula's Steak House, named one of the top ten steak houses in the country for the past decade. The Alexander is convenient to tennis, golf, entertainment, the famous Bal Harbour Shops and Coconut Grove, and just minutes away from South Beach. For further information visit www.alexanderhotel.com.

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 website marketing programs enable hotels to better execute strategies that increase business into their own websites. 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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