

Contact:
TravelCLICK
Jaclyn Valrose, Marketing
(847) 585-5264
jvalrose@travelclick.net

FOR IMMEDIATE RELEASE

TravelCLICK Technology Enables Hotels to Better Market Through Electronic Channels

Total customer base grows to over 1,300 properties throughout the world

CHICAGO (July 27, 2004) – TravelCLICK acquired the iHotelier booking engine last year, and the number of hotels using this state of the art distribution technology to enable their e-commerce marketing strategies has grown rapidly.

In the last few months alone, 150 hotels with over 20,000 rooms, including Five-Star luxury properties such as The Dorchester Hotel and Langham Hotels in London, The Scotsman Hotel in Edinburgh, 42 The Calls in Leeds, La Tremoille in Paris, Campton Place in San Francisco, The Bryant Park Hotel in New York, The Maksoud Plaza in São Paulo, The Country Club Hotel in Lima, The Grand America Hotel in Salt Lake City, and Chatham Bars Inn on Cape Cod have chosen TravelCLICK's iHotelier booking engine. These new hotels join many other Five-Star properties already using iHotelier's booking engine technology: The Greenbrier in West Virginia, The Broadmoor in Colorado, XV Beacon in Boston, The Watergate in Washington, DC and over 1,300 other properties around the world.

"These hotel owners and managers have decided to take control of their own destiny and utilize TravelCLICK's enabling technology and targeted marketing channels to become more effective e-marketers," said TravelCLICK Chairman and co-CEO Richard W. Gray. "TravelCLICK's iHotelier booking engine offers GDS and Internet connectivity, and our *OneScreen* technology allows consumers to make a hotel reservation in one click. It allows consumers to easily see and easily buy premium rooms. Group customers are able to book directly into their blocks through the hotel's website, and iHotelier's multiple language capabilities enable hotels around the world to benefit from this technology. TravelCLICK also provides local customer support through its large, global network of experienced sales consultants. This support is critical in helping properties maximize their profits through the electronic channels."

"Hoteliers see multiple benefits in choosing TravelCLICK because they recognize the critical need for an aggressive presence in all electronic channels," said Ray Cohen, TravelCLICK President and co-CEO. "We provide everything from customized web-based CRS and GDS connectivity, to dynamic packaging and targeted e-marketing executions. By providing targeted GDS media executions, search engine optimization, pay-per-click Internet marketing, and other online media opportunities, TravelCLICK offers the connectivity and e-marketing tools that enable hotel properties to maximize profitability."

About TravelCLICK

TravelCLICK (www.travelclick.net) is the leading provider of solutions that help hotels and other travel industry suppliers maximize profits 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, and 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 has over 7,500 customers in more than 140 countries around the world.