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TravelCLICK Expands Commitment to iHotelier

Industry veterans focused on expanding market presence

CHICAGO (August 16, 2004) – TravelCLICK announced a significant expansion of its iHotelier team as the company continues to invest in its rapidly growing reservations and website marketing services products. This expansion of personnel, coupled with upcoming enhancements to its advanced iHotelier CRS platform, will ensure that TravelCLICK's customers have not only the best electronic distribution capability in the marketplace of the future, but also the finest customer support available today.

Chris Heller, who is assuming the position of Vice President and Product Manager – Electronic Distribution Products, has an extensive background in building and introducing technological innovations that have benefited both the hospitality and leisure sectors of the travel industry. In his new role, Chris will focus on expansion of the iHotelier product line and its integration with other TravelCLICK products and services. Two other travel industry veterans, Marie Ainsworth and Eileen DeLisle, have also joined Product Management and bring over 25 years of experience to Chris' team.

John Hach, Vice President and Product Manager – e-Marketing Products, is assuming responsibility for TravelCLICK's website design, search engine optimization and search marketing business. These services complement iHotelier's unique *OneScreen* booking application and help drive traffic directly to hotel websites. John brings 20 years of experience in the travel industry, having held executive positions with Cendant and Hertz in sales and marketing.

In addition to these appointments, TravelCLICK also announced the addition of Sally Ramos, Kyle Griffin, and Jason Mier to its growing customer support team in Houston. Sally, a GDS distribution expert, brings years of experience from Starwood Hotels and Resorts.

"Response to iHotelier from hotels in the four and five-star segment of the market has far exceeded our expectations," said Ray Cohen, President and co-CEO at TravelCLICK. "The people we have added to our iHotelier team, combined with integrated capabilities under development for iHotelier that no one has ever offered, will strengthen what is already a very compelling product for hoteliers. It will also ensure that our industry-leading clients are even better positioned than before to maximize revenues from the rapidly expanding electronic marketplace."

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.

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