

Contact:  
Jaclyn Valrose  
Marketing  
547.585.5264  
jvalrose@travelclick.net

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## TravelCLICK Reports Rapid Growth of iHotelier CRS

*Over 125 hotels select iHotelier for reservation services in the first quarter*

CHICAGO (April 19, 2005) – TravelCLICK announced today that during the first quarter of 2005, over 125 new hotels selected iHotelier for their reservations platform. These new clients include luxury properties such as the world-renowned Ritz Hotel in Paris, London-based Red Carnation Hotels and the internationally acclaimed Claridge Hotel in Buenos Aires. These properties join TravelCLICK's growing list of leading hotel properties around the world including The Dorchester in London, The Country Club Hotel in Lima, The Greenbrier in West Virginia and XV Beacon in Boston.

Other hotel groups that recently selected iHotelier include San Francisco-based Joie De Vivre Hospitality, and Aramark Parks and Resorts.

"The fact that so many of the world's great hotels continue to select iHotelier is a testament to its ability to maximize online revenues," said Richard W. Gray, Chairman and co-CEO of TravelCLICK. "Each is committed to presenting guests with an image of quality from the time a guest first interacts with their website. TravelCLICK is pleased to provide a solution that lives up to their extremely high standards."

iHotelier is a patent-pending central reservations system and marketing management solution. The OneScreen web user-interface, recently featured in *The New York Times*, is seamlessly integrated into a hotel's website and includes a combination of calendars, rates, photographs and descriptions that promote up-sell and conversion. The iHotelier dynamic packaging module allows guests to value-add amenities such as golf, transportation, meal plans or spa services. A comprehensive suite of email marketing capabilities allows the hotel to communicate with the customer prior to and following their stay and further showcases the hotel's offerings.

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“We continue to be pleased with the industry’s response to iHotelier,” said Richard Chambers, Executive Vice President at TravelCLICK, and formerly Chief Marketing Officer of The Leading Hotels of the World. “The addition of each hotel customer to the iHotelier platform further reinforces TravelCLICK’s ongoing commitment to setting the bar for the electronic marketplace of the future.”

**About TravelCLICK**

TravelCLICK ([www.travelclick.net](http://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 and website marketing programs enable hotels to better execute strategies that increase business into their own websites. TravelCLICK’s competitive intelligence provides hotels with price and booking performance information. TravelCLICK’s exclusive electronic marketing networks allow hotels to target promotional messages to travel agents and consumers when they are booking travel.

Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 8,000 customers in more than 140 countries around the world.

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