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FOR IMMEDIATE RELEASE

TravelCLICK Launches International Call Center Supporting iHotelier CRS Customers Worldwide

International call operators provide multilingual and cross-culture hotel reservations handling with focus on customer satisfaction and conversion

CHICAGO (January 11, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today the expansion of its call handling solution for customers of the iHotelier Central Reservation System (CRS) to include multilingual agents throughout the world. Through partnerships with industry leading call center operators, including Virtual Agent Services, TravelCLICK now offers multilingual and cross-culture support focused on conversion and superior customer service. Pregio Hotels, a collection of exclusive villas, ancient residences, noble palaces, and mansions throughout Italy, is the first group to take advantage of this solution for its 38 properties.

“We selected TravelCLICK for its total approach to reservation services and its international support capabilities,” said Loredana Tricca, Chief Operating Officer of Pregio Hotels. “With the iHotelier CRS, we have not only robust CRS functionality including the OneScreen booking engine that showcases the unique character of our rooms, but also the convenience and confidence of an integrated call center solution that covers all our language requirements.”

The international call center features full-service call handling by professional agents trained in subtle but effective sales strategies. Agents book reservations directly in the iHotelier CRS allowing hotels to take advantage of the superior reporting functionality that comes standard with the iHotelier platform. Hotels also benefit from expanded reporting capabilities for call center activity that provide detailed metrics on enhanced conversion rates and up selling statistics. TravelCLICK’s international call center offers a valuable complement to exiting hotel reservation staff by offering additional

language capabilities including, but not limited to English, French, German, Italian, Spanish, Russian and Arabic.

“The new international call center reflects the rapid growth of TravelCLICK distribution services worldwide – especially our iHotelier CRS, “ said Jan Tissera, President of TravelCLICK International. “Our international hotels seek a single source solution for their complete reservations needs and now TravelCLICK can support them with high performance GDS connectivity and media, enhanced website booking capabilities, and superior call handling for all voice reservations.”

Domestic clients utilizing TravelCLICK’s voice reservations services include Joie de Vivre Hospitality and Pink Shell Beach Resort.

About TravelCLICK

TravelCLICK (www.travelclick.net) is the leading provider of hotel business process management (BPM) solutions that drive long-term profitability. TravelCLICK helps hotels maximize asset ROI by combining innovative market analysis and proven industry best practices with advanced technology to develop and implement high-return strategies. The company offers a full set of solutions including reservations and distribution management, market intelligence-based decision support, and marketing services. Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 12,000 customers in more than 140 countries around the world.

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