

Contact:
Jaclyn Valrose, Marketing
847.585.5264
jvalrose@travelclick.net

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Joie de Vivre Hospitality Named E-Marketer of the Year by TravelCLICK and HSMAI at 49th Annual Adrian Awards

Charlotte St. Martin recognized as Industry Achievement award recipient

CHICAGO (January 31, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, in conjunction with the Hospitality Sales and Marketing Association International (HSMAI), named Joie de Vivre Hospitality as the 2005 E-Marketer of the Year last night at the 49th Annual Adrian Awards Gala. Sponsored by TravelCLICK for four years, the E-Marketer of the Year Awards honor hoteliers who exhibit outstanding use of electronic channels to promote their property(s).

Joie de Vivre Hospitality, a group of 37 hotels in the San Francisco Bay Area, demonstrated superior e-marketing strategy and success in 2005. A compelling interactive hotel brand website and a user-friendly reservation booking application attracted new online business and gave Joie de Vivre a distinct competitive edge. Through its easy-to-use guest booking engine and the ability to seamlessly manage rates and inventory for special promotions or in response to changes in the competitive landscape, Joie de Vivre's website production grew by more than 35 percent in 2005.

TravelCLICK also recognized electronic marketing excellence with several regional E-Marketer of the Year categories.

Regional Award Winners are:

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- The Charles Hotel – North America
- Hotel Emperador – Latin America
- Pan Pacific Singapore – Asia/Pacific
- The Steigenberger Den Haag Scheveningen Kurhaus Hotel – Europe/Middle East/Africa

Plus, in recognition of her creativity and innovation in e-marketing, Charlotte St. Martin was named the 2005 E-Marketer of the Year – Industry Achievement award winner.

“We were impressed by the creativity and the effectiveness of all entries this year – they illustrated the strategic importance of an integrated approach to electronic distribution from brand websites to the GDS,” said John Hach, Vice President of eMarketing at TravelCLICK. “Each property successfully demonstrated e-commerce marketing excellence by driving business into the electronic channels that derive higher net revenues for the property.”

E-Marketer award winners were selected based on booking performance and superior marketing strategy in electronic channels.

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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