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FOR IMMEDIATE RELEASE

Best Western International Partners With TravelCLICK

Hotel Chain Endorses TravelCLICK's Hotel Solutions including Competitive Intelligence, Travel Agent Media and Preferred Placement Products

CHICAGO (February 8, 2006) – TravelCLICK Inc., a leading provider of hotel business process management solutions, announced today that Best Western International has entered a multi-product partnership with TravelCLICK. As part of the alliance, Best Western International is endorsing multiple offerings from TravelCLICK's full set of business process management solutions to help its hotels drive long-term profitability through proven distribution strategies and tools. The hotel chain is endorsing TravelCLICK's competitive intelligence solutions including Hotelligence, FuturePACE and RateVIEW reporting tools. Additionally, Best Western is supporting the use of TravelCLICK's marketing and media solutions that include Travel Agent Media and preferred placement products such as *Hotel Spotlight* from Sabre Travel Network and Amadeus Instant Preference.

"With TravelCLICK, we have found a partner that will help our hotels increase market share and revenue," said Beth Delci, Managing Director – eBusiness Initiatives for Best Western International. "After learning how TravelCLICK's range of solutions can support our properties throughout the entire distribution life cycle – from identifying market opportunities to optimize rates and leverage inventory to using GDS marketing tools to influence travel agents at the point of sale – we recommend that our hotels take advantage of these strategic solutions."

The real power behind TravelCLICK is the value of its solutions when they are used in combination with each other. For example, TravelCLICK's market intelligence tools provide visibility into the effectiveness of media campaigns with an immediate and complete picture of a property and its competitive set's

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performance. The integration of TravelCLICK's solution sets together with the application of proven best practices through TravelCLICK field consultants will provide Best Western properties with a competitive edge.

"With this proactive approach, Best Western International positions itself as a true visionary for electronic distribution in its market," said Robert Post, President and CEO of TravelCLICK. "The power of these integrated solutions will help Best Western properties not only manage day-to-day operations more effectively, but also improve their competitive market share and overall financial performance."

About Best Western International

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN® with more than 4,100 hotels in 80 countries and territories. Best Western is a membership association of independently owned and operated hotels that provides marketing, reservations and operational support to its members. For more information about Best Western, visit <http://www.bestwestern.com/>.

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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