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FOR IMMEDIATE RELEASE

Boar's Head Inn Selects TravelCLICK for Web Booking Engine and GDS Connectivity

CHICAGO (July 6, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Boar's Head Inn, a 170-room full-service luxury property near Charlottesville, Virginia, selected TravelCLICK's iHotelier central reservation system (CRS) for website reservations to improve online conversion and increase online booking revenue as well as for connectivity to the Global Distribution System (GDS).

Boar's Head Inn required a website booking solution that drove more revenue online. The intuitive design of iHotelier's award-winning booking engine allows the hotel to feature guest rooms with rich room photography and captivating descriptions, providing up sell opportunity and increased average daily rate (ADR). With just one click, inventory and rates display in real time, all on a single screen, creating a fully interactive shopping environment for guests. Flash enables compelling photography and easy navigation that keeps visitors engaged, facilitating lower abandonment and higher booking percentages.

"iHotelier gives us reliability plus marketability – so we can present all our property has to offer quickly and effectively – subsequently driving more revenue online," said Vicki Walker, Director of Sales and Marketing at Boar's Head Inn. "In the first few months alone, we saw a 28 percent increase in online reservations with iHotelier."

Boar's Head Inn also required a highly reliable CRS that was not subject to frequent unplanned outages. As a destination venue, service consistency and dependability is a key element of their corporate identity. iHotelier provided a significant improvement in the hotel's reservation system uptime and performance.

"Boar's Head Inn has taken full advantage of the power of iHotelier to capture more customers and higher profits online," said Scott Farrell, Senior Vice President of TravelCLICK. "In addition to value added packages designed to create a unique guest experience and drive incremental revenue, the hotel is presenting to all its target markets in multiple languages including English, French, Spanish, Japanese, Italian, and German."

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 more than 12,000 customers in 140 countries.

About Boar's Head Inn

Boar's Head Inn, a 170-room resort set on 573 acres in the Virginia countryside, offers Four-Diamond dining, a state-of-the-art Sports Club, tennis, championship golf, a luxury spa, children's programs, meeting space, and proximity to attractions such as Monticello, the Blue Ridge Mountains and wineries. Boar's Head Inn is owned and operated by the University of Virginia Foundation.

For more information on Boar's Head Inn or to make reservations, please call 800-476-1988 or visit www.boarsheadinn.com.

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