

Contact:
Katrina Pruitt-Andrews
+1 410 257 9154
kpandrews@travelclick.net

FOR IMMEDIATE RELEASE

TravelCLICK Selected by The Hotel Windsor in Melbourne for Integrated Distribution and Marketing Solution

Total solution – featuring iHotelier advanced central reservations and web booking engine – provides revenue delivery platform for Australia's "Grand" hotel

CHICAGO (August 2, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that The Hotel Windsor in Melbourne, Australia, has selected TravelCLICK for its integrated distribution and marketing solution. Featuring the iHotelier central reservation system (CRS) for website reservations and connectivity to the major global distribution systems (GDS), the solution is expressly designed to grow revenue and increase the hotel's online presence. The hotel will also use market intelligence and travel agent advertising from TravelCLICK's suite of integrated solutions.

Previously owned and operated by an international luxury hotel group and now, once again, proudly independent, The Hotel Windsor—known as Australia's "Grande Dame" of hospitality—has been receiving executives, dignitaries, royalty and leisure travelers since 1883. The internationally respected *Condé Nast Traveller* rates it as one of only two hotels in Australia on the publication's Gold List of best hotels in the world in 2006.

The Hotel Windsor selected TravelCLICK's integrated solution for its capabilities to drive higher profitability from key target leisure and business segments using online packaging and enhanced merchandising. A key part of the total solution is iHotelier's next-generation seamless connectivity to all four GDS, enabling the hotel to easily manage rates and inventory consistently across channels. In September, the hotel will also implement iHotelier's newest version of its award-winning booking engine, iStay, which drives conversion and up sell by providing a compelling, graphic-rich platform for guests to create a unique stay experience.

"With iHotelier's dynamic packaging feature, we can increase revenue quickly and easily by

bundling our hotel's services and amenities with our guest rooms," said David Perry, CEO and General Manager of The Hotel Windsor Melbourne. "The new iStay booking engine will enable our guests to customize their stay experience with upgrades, enhancements, and add-ons. It will be key to furthering our hotel service merchandising, increasing our property revenues, and ultimately, growing guest satisfaction – our prime business motivator, assisting the hotel in strengthening our position as one of the world's iconic Grand Hotels."

Along with the iHotelier system, The Hotel Windsor uses market intelligence and marketing services from TravelCLICK to drive demand to their hotel and monitor their position in the local market. TravelCLICK's Melbourne-based service delivery team offers industry expertise and local support to the hotel, implementing industry best practices both online and on the GDS.

"With an enhanced merchandising strategy, The Hotel Windsor is positioned to significantly increase online bookings this year," said Jan Tissera, President of TravelCLICK International. "iHotelier gives them the opportunity to present their best rate online while also creating stay value with multiple customizable leisure packages. This platform will not only increase the sheer number of bookings, but will also help deliver higher revenue per stay."

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.

###