

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

FOR IMMEDIATE RELEASE

## The Award-Winning Lodge at Torrey Pines Leaves Major Brand, Selects TravelCLICK to Control Identity and Optimize Distribution

CHICAGO (October 5, 2006) – TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that The Lodge at Torrey Pines in La Jolla, CA, has implemented the iHotelier Central Reservations System (CRS) for its online booking engine and connectivity to the four major global distribution systems (GDS). This is the third property owned by Evans Hotels to select iHotelier as its distribution engine. The other two properties, the Bahia Resort Hotel and the Catamaran Resort Hotel, are both in San Diego.

The Lodge at Torrey Pines is a 170-room luxury property overlooking the Pacific Ocean and adjacent to the legendary Torrey Pines Golf Course. The AAA Five Diamond Award-winning resort features a full-service spa, pool, two restaurants, two lounges, and more than 13,000 square feet of meeting space. The resort wanted to optimize its asset value -- driving optimal revenue with maximum profit. To accomplish this, the property left its representation company that targets leading hotels, in favor of developing its own brand identity and driving incremental revenue through its distribution engine while enhancing its customers' online reservation experience.

"Our property is known for attention to detail and personal service, so we were looking for a way to provide our guests with a memorable online shopping experience while increasing online booking value," said Andy Thomas, Corporate Director of Market Development at The Lodge at Torrey Pines. "iHotelier's intuitive booking engine gives us the power to merchandise the property and highlight our dynamic packages, allowing us to compete aggressively with the larger online travel sites. Screen updates are instantaneous, keeping guests engaged in the purchase process as they browse packages, stay upgrades, and value added options such as dining reservations, golf lessons, or spa treatments."

iHotelier is a Web-based central reservations system and distribution management solution. Its performance-rich booking engine displays inventory and room rates in real time and offers a variety of features and functionality such as rich digital media content, email marketing tools, multi-language support and extensive online reporting. Its optimized implementation of Flash technology provides a user-driven integrated shopping and booking experience. The award-winning web booking engine

integrates seamlessly with a property's website and allows guests to reserve any hotel amenity such as room upgrades, dining options and tickets for local events and attractions.

"We are very excited to be working with The Lodge at Torrey Pines to enable them to define their own brand destiny," said Scott Farrell, Senior Vice President at TravelCLICK. "The TravelCLICK suite of solutions is a perfect fit for hotels that are embracing the power to control their future. Mr. Thomas and his team understand that they can continue to grow their revenue substantially without traditional representation services, delivering more dollars to the bottom line."

**About TravelCLICK, Inc.**

TravelCLICK ([www.travelclick.net](http://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.

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