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## TravelCLICK Selected by Dedeman Hotels & Resorts International for Central Reservation System Solution

*Largest Turkish Hotel Group Implements iHotelier CRS  
for Integrated Distribution Solution at 15 Hotels and Resorts*

CHICAGO (Oct. 10, 2006) — TravelCLICK Inc., a leading provider of hotel business process management (BPM) solutions, announced today that Dedeman Hotels & Resorts International, the largest hotel chain from Turkey, has implemented TravelCLICK's iHotelier Central Reservation System (CRS) for website and GDS reservations for its 15 properties in Turkey and abroad.

Dating back to the 1960's, Dedeman Hotels & Resorts International began its legacy with the opening of the Dedeman Ankara. The group prides itself on 'service with a smile' and its contribution to the tourism industry throughout Turkey. Dedeman Hotels & Resorts International plans to expand on its brand name and use iHotelier's award-winning booking engine to drive consumer-direct business online. To supplement their distribution strategy, hotels are leveraging next-generation seamless connectivity to the four major GDS and Internet distribution.

"Our previous reservations platform was underperforming, and the web booking engine lacked an easy-to-use booking path," said Sarhan Keyder, Director of Sales and Marketing Communications for Dedeman Hotels & Resorts International. "iHotelier's booking engine not only provides an intuitive booking screen, but also promotes up-sell and conversion. TravelCLICK is helping us build our online identity and drive more business through our website with iHotelier. In the first few months of implementation, we have experienced a significant increase in online business and are now capturing a greater share of the market's growing business."

Performance-rich FLASH enables the booking engine to show Dedeman Hotels & Resorts International's properties through a single dynamic booking screen. With just one click, inventory and rates display in real time, creating a fully interactive shopping environment for guests. The group looks forward to the booking engine's comprehensive graphics capabilities, multi-language support, email marketing tools and dynamic packaging capabilities to enhance the guest experience online.

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“Integrating the iHotelier CRS into its distribution strategy was Dedeman’s first step toward reclaiming its fair share of the market,” said Jan Tissera, President of TravelCLICK International. “An innovator in the developing Turkey and Turkic Republics market, Dedeman now has the right tools to build brand awareness, increase online bookings and grow profitability through website bookings.”

**About TravelCLICK**

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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