

FOR IMMEDIATE RELEASE

TravelCLICK and Discover the World Marketing Team To Deliver Enhanced Sales Representation for Hoteliers

CHICAGO and SCOTTSDALE, Ariz. (Oct. 16, 2006) — TravelCLICK, the leading provider of integrated hotel distribution and marketing solutions, and Discover the World Marketing, the world's largest travel representation company, today announced the launch of the Ambassador Sales Program, a tailored, flexible and measurable sales and marketing service designed to increase revenues for hotels worldwide.

Through the Ambassador Sales Program, Discover the World Marketing will provide targeted sales activity for TravelCLICK hotel customers wanting to increase their market share through the travel agency, consortia, corporate or MICE (meetings, incentive, conference, events) sectors.

The Ambassador Sales Program provides TravelCLICK's iHotelier central reservations system users with a cost-effective alternative to traditional representation services with the flexibility and convenience of on-demand, measurable sales activity. Instead of paying annual marketing fees for broadly-based programs, hotels can highly customize their sales activities and target any of the 80 worldwide markets in the Discover the World Marketing network.

"This new effort enables us to offer hotel clients a capability that is completely tailored to their needs with total flexibility, measurability and accountability," said Jan Tissera, President of TravelCLICK International. "With Discover's expertise and market coverage as a foundation, the Ambassador Sales Program provides a natural extension of a hotel's sales and marketing organization, helping to raise brand awareness, build long-term relationships and generate incremental revenues. When combined with Hotelligence, TravelCLICK's market intelligence solution that identifies areas in which hotels are underperforming, the program is even more powerful."

Expanded sales support coverage initially will be offered in key markets, including Australia, Austria, Belgium, Canada, China including Hong Kong, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, Malaysia, Netherlands, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, United Arab Emirates, United Kingdom and United States.

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“TravelCLICK came to Discover because our strong global presence matches its worldwide customer footprint and market development plans,” said Jenny Adams, Chief Executive Officer of Discover the World Marketing. “Our knowledge of the local travel trade community in these countries can positively impact sales and increase awareness for TravelCLICK’s hotel partners. We are excited about this new relationship and look forward to expanding it to other Discover markets.”

About Discover the World Marketing

Established in 1981, Discover the World Marketing has 82 offices in 54 countries. Headquartered in Scottsdale, Ariz., Discover is the world’s largest travel representation company with annual client revenues approaching one-half billion dollars. The company represents more than 40 major travel corporations. For more information, call 480.707.5566; or visit discovertheworld.com.

About TravelCLICK

TravelCLICK 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. For more information, visit www.travelclick.net.

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