



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

FOR IMMEDIATE RELEASE

TravelCLICK Showcases Integrated Distribution Solutions that Build Brand Value for Hotels at WTM in London

Visit TravelCLICK at Booth TT6020 in Technology Section of the Global Village

Chicago and London — (Nov. 7, 2006) Booth TT6020 — TravelCLICK, Inc. showcases its integrated distribution and marketing solutions including central reservations, market intelligence, and Internet marketing services at the World Travel Market (WTB) in London, Nov. 6-9, at Booth TT6020 in the Technology Section of the Global Village. The integrated suite of solutions work together to build hotel brand value for independent hotels, small chains, and branded properties.

Used by hoteliers around the world, TravelCLICK's brand building solutions include the iHotelier central reservation system (CRS) featuring iStay -- the next generation of its award-winning Flash-based web booking engine, a suite of proprietary competitive intelligence solutions, travel agent advertising, and Internet marketing services. Many leading properties worldwide have selected TravelCLICK, including Banyan Tree Hotels throughout Asia and the Pacific, The Ritz London, The Ritz Paris and Red Carnation Hotels worldwide.

Innovations Designed to Drive Demand and Increase Profitability

New at WTM this year, TravelCLICK is introducing several new solutions that help hotels manage and market more effectively. TravelCLICK's new rate recommendation tool, *RateADVISOR* suggests the optimal rate of the day, increasing pricing efficiency and hotel profitability. From an easy to use web platform, TravelCLICK's new robust channel management solution, *ChannelDirect*, helps hotels manage rates and inventory efficiently across third-party sites. Finally, the TravelCLICK *Ambassador Sales Program* expands sales coverage and increases revenue through a virtual global sales force covering the world's top travel markets. Designed to complement a hotel's existing sales force and capture high-margin business, this program enables a hotel to extend its reach through a cost-effective network of experienced, local representatives.

Demonstration Featuring Property Merchandising

During WTM, TravelCLICK will demonstrate the iHotelier CRS and the popular property merchandising features of its iStay booking engine. Using iStay, guests can shop for and reserve any

hotel amenity or service, including room upgrades, dining options, event tickets, spa services and more — all to create their desired experience prior to arrival. iHotelier allows properties to showcase amenities and services as part of the room reservation or as additional selections based on season or competitive landscape. The ability to merchandise the property before the guest's arrival creates opportunities to increase revenue and build guest loyalty.

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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 around the world.

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