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FOR IMMEDIATE RELEASE

## The Bowery Hotel in New York Selects TravelCLICK For Robust Central Reservations Solution

*BD Hotels' Newest Property Implements iHotelier CRS to Build Brand Identity Online,  
Drive Reservations*

CHICAGO (February 26, 2007) — TravelCLICK, Inc., a leading provider of hotel business process management (BPM) solutions, announced today that The Bowery Hotel, the newest addition to the prestigious Born-Drukier hotel portfolio, has selected the iHotelier central reservation system (CRS) for website reservations and connectivity to the Global Distribution Systems (GDS). The property selected TravelCLICK for its expertise in enabling boutique hotels to maximize online bookings by building a strong online presence and converting guests through enhanced property merchandising and a compelling user experience.

Offering the quintessential New York experience from the heart of the historic Bowery district, The Bowery Hotel wanted a booking solution that would fit its upscale image and drive revenue online. The iHotelier CRS provided exactly what the property needed — a highly personalized shopping experience with guest-friendly navigation, large compelling photos and rich digital media content. With just one click, inventory and rates display in real time on a single screen, creating a fully interactive shopping environment. iHotelier also provides seamless connectivity to the GDS and GDS-powered portals, allowing the property to control rates and availability, monitor performance and identify opportunities for growth.

“Our hotel caters to a discerning clientele, so we were looking for a way to provide them with a memorable online shopping experience,” said Michael Lindenbaum, Managing Director at The Bowery Hotel. “TravelCLICK has developed a proven formula for marketing independent hotels, even in the highly competitive New York City market. iHotelier’s single screen booking process is extremely easy to use, and its intuitive booking engine gives us the power to merchandise the property and compete with more well-known independent and brand hotels throughout the city.”

As owner/operator of 22 successful boutique hotels, BD Hotels group has seen firsthand how the success of an independent property is defined today by its savvy online Internet and GDS marketing.

“The Bowery Hotel is a strong independent property that wants to define its own unique identity,” said Christopher Rockett, Vice President – Americas at TravelCLICK. “The Bowery understands the power of a robust, graphically compelling web booking engine to build hotel mindshare, create a competitive advantage, and increase profits by maximizing revenue per stay. iHotelier not only will allow the hotel to drive brand awareness, but also will enable it to control distribution and secure revenue growth.”

The Bowery Hotel is located on Manhattan’s Lower East Side, within walking distance to the shopping and dining districts of SoHo and Union Square. Its 135 loft-like rooms have oversized factory windows that open on to spectacular city views. Guest rooms are designed in a classic New York style, focusing on comfort and sophisticated elegance, and feature Oushak rugs over hardwood floors, high-definition plasma TV’s, IPOD stereos, complimentary WiFi, marble bathrooms and 24-hour room service. The Bowery Hotel is the newest addition to the 22-property portfolio of BD Hotels, owned by Richard Born and Ira Drukier.

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**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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