

TravelCLICK Wins Nine International WebAwards for Outstanding Achievement in Website Development

Winning Websites Position TravelCLICK as a Leading Internet Marketer
for the Hotel Industry

CHICAGO (Sept. 18, 2007) In its first year of competing, TravelCLICK has won nine awards for website design excellence in the Web Marketing Association's 2007 International WebAward competition. The premier award event for website developers worldwide, the WebAward competition sets the standard of excellence for website design and marketing on the Internet.

TravelCLICK-designed sites awarded Outstanding Website for Hotel and Lodging or Travel include: Napili Kai Beach Resort (www.napilikai.com), ARAMARK Harrison Lodging (www.aramarkharrisonlodging.com), Elegant Hotels Group (www.eleganthotels.com), and Ultimate Resort (www.ultimateresort.com). Sites awarded Hotel and Lodging Standard of Excellence Awards include: Aqua Hotels & Resorts (www.aquaresorts.com), Carlton Hotel Group (www.carlton.nl), Chandris Hotels & Resorts (www.chandris.gr), The Tides Inn (www.tidesinn.com), and Malibu Beach Inn (www.malibubeachinn.com).

More than 2,400 sites from 40 countries were entered in this year's competition. Entries were judged based on design, innovation, content, interactivity, ease of use, navigation, and use of technology.

"We are extremely proud to accept these awards on behalf of the TravelCLICK team and our clients, who recognize that the Internet is driving nearly half of hotel bookings today," says Shane Ettestad, Vice President of Product Management, Internet Marketing Solutions. "Providing a compelling, interactive website that captures attention, converts shoppers, and enables consumers to up sell themselves by illustrating the value of enhanced amenities is the foundation of a hotel's complete Internet marketing strategy."

The competition was judged by a team of independent Internet professionals representing the various relevant disciplines of website development. Judges included members of the media, advertising executives, site designers, corporate marketing executives, content providers, and Webmasters. The Web Marketing Association is an independent organization founded with the purpose of evaluating and recognizing excellence on the World-Wide Web.

"Such a strong showing in their first year of the competition is a significant accomplishment for TravelCLICK," said William Rice, President of the Web Marketing Association. "They have certainly proved themselves as a major player in website design for the hotel industry."

TravelCLICK's complete hotel Internet marketing solutions include design, content

management, search engine optimization, pay per click marketing, email marketing, and linking strategies that increase online bookings and overall hotel profitability. Together with the award winning iStay web booking engine, these solutions provide the absolute highest converting platform of consumers to bookers, and more importantly help hotels leverage competitive revenue management techniques to maximize the profitability of every transaction.

About TravelCLICK, Inc.

TravelCLICK (www.travelclick.net) is the leading provider of emarketing solutions that help hotels sell rooms smarter and 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. Serving the hospitality industry since 1999 and headquartered in the Chicago area, TravelCLICK has more than 12,000 customers in 140 countries.