



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

FOR IMMEDIATE RELEASE

Web Marketing Association Awards TravelCLICK iHotelier Website Booking Engine with 2006 Best Interactive Application for Hotel and Lodging Industry

CHICAGO (April 6, 2006) The Web Marketing Association has awarded the TravelCLICK iHotelier website booking engine the "Best Interactive Application" for the Hotel and Lodging Industry in the 2006 Internet Advertising Competition (IAC) Awards. TravelCLICK won for its compelling online hotel reservations booking system, OneScreen, used by Wynn Las Vegas, the world-famous Las Vegas destination resort.

"This award recognizes not only the success of the iHotelier online booking engine for Wynn Las Vegas, but also the market acceptance of this redefined, streamlined approach to reserving rooms directly at a hotel website," said Robert Post, President and CEO of TravelCLICK. "Thank you to the Web Marketing Association for acknowledging the innovation and impact of OneScreen for the hotel industry."

The OneScreen booking engine, a customized interactive application that is the centerpiece of TravelCLICK's iHotelier Central Reservation System, provides both online distribution and marketing opportunity. The user-friendly interface creates a fully interactive shopping experience by simultaneously displaying room rates and availability, along with enticing room photography and descriptions that clearly differentiate room types—all on a single screen. Shoppers navigate effortlessly through room types, photographs, descriptions, rates and packages in a truly interactive fashion. Showcasing each room type allows guests to choose a room that suits their desired experience and enables the hotel to promote room upgrades.

Many iHotelier properties take advantage of OneScreen's dynamic packaging engine to provide guests the ability to shop for and reserve any hotel amenity or service, including dining, event tickets, golf tee times, spa services, and more—creating their desired experience prior to arrival. This ability to merchandize the property before the guest's arrival creates new opportunities to increase revenue and build guest loyalty.

The Web Marketing Association's annual IAC Awards honor excellence in online advertising and recognize the individuals and organizations responsible for the best in Internet marketing. The awards are the first and only industry-based advertising competition dedicated exclusively to online advertising. Entries are evaluated for creativity, innovation, impact, design, copywriting and use of the medium.

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 over 12,000 customers in more than 140 countries around the world.

###