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FOR IMMEDIATE RELEASE

TravelCLICK Wins Six Adrian Awards for Excellence in Hotel Internet Marketing With Recognition Across Multiple Categories

CHICAGO, IL, (January 28, 2008) – TravelCLICK, Inc., the leading provider of emarketing solutions for the global hotel industry, announced today that its work has won six awards in the 2007 HSMAI Adrian Awards Competition. The company was recognized for excellence in hotel Internet marketing across multiple strategic categories including Website Design, Search Engine Marketing Strategy, and Application. The Adrian Awards are the travel industry's largest and most prestigious competition, attracting more than 1,300 entries from around the world.

TravelCLICK offers an integrated hotel Internet marketing solution that is designed to help hotels drive business direct to their website and convert more online shoppers to guests. Web bookings are not only the most profitable for hotels, but also provide a direct connection to the consumer for generating repeat business. Furthermore, TravelCLICK's Hospitality Toolkit® content management system enables hotels to make text and image changes to their website in real-time with 24/7 access. The ability to be agile and respond quickly to market changes with new pricing and promotions is an important competitive advantage for the winning websites, as confirmed by the receipt of an Adrian Award for the Hospitality Toolkit application.

"We are thrilled with this level of recognition," said Shane Ettestad, Vice President of Internet Marketing Solutions for Travel CLICK. "It is a validation that the value-add of our hotel marketing expertise and holistic strategy truly resonates in the market. Hotels understand that an integrated strategy, from design through conversion, is vital for capturing and growing direct bookings in an increasingly competitive environment."

Featured 2007 Adrian Award-winning work by TravelCLICK includes:

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- **The Hospitality Toolkit**
Silver Award, Application
- **The Palms South Beach (www.thepalmshotel.com)**
Silver Award, Website Design
- **Classic Resorts (www.classicresorts.com)**
Bronze Award, Website Design
- **Elegant Hotels Barbados Destination Guide (<http://barbadosdestinationguide.com>)**
Bronze Award, Website Design

Winners will be honored tonight at the New York Marriott Marquis during the 18th Annual Adrian Awards Gala. The black-tie extravaganza celebrates award-winning work, lifetime achievement, and the “Top 25 Most Extraordinary Minds in Sales and Marketing.”

About TravelCLICK

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.

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