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FOR IMMEDIATE RELEASE

Classic Hotels in Connecticut Selects TravelCLICK as Electronic Distribution Partner

CHICAGO (September 7, 2004) – Richard W. Gray, Chairman and co-CEO of TravelCLICK, announced that Classic Hotels in Farmington Valley, Connecticut has selected TravelCLICK's iHotelier for website reservations and GDS connectivity.

The four properties, Avon Old Farms, Simsbury Inn, Farmington Inn and Simsbury 1820 House, offer a traditional experience in a country setting.

"We pride ourselves in providing our guests with comfortable, country-style hospitality," said Steve Gardner, General Manager of Avon Old Farms. "We remove the everyday frustrations of life and allow our guests to relax and enjoy themselves. TravelCLICK's *OneScreen* booking engine allows our guests to see how unique our guestrooms are, and choose their accommodations based on more than price alone."

TravelCLICK's web-based CRS provides all the tools necessary for a hotel to manage its presence in electronic channels. The iHotelier solution includes the patent-pending *OneScreen* web user interface, GDS connectivity, online voice reservations management, a suite of e-mail marketing capabilities and dynamic packaging (allowing consumers to assemble customized packages that meet their own unique needs). The web booking engine also enables both corporate accounts and meeting attendees to make hotel reservations directly through the property's website.

"All of the Classic Hotels are very unique in both amenities and decor," said Ray Cohen, President and co-CEO of TravelCLICK. "They want their guests to enjoy the same positive experience during their booking process as they do while staying in their hotels."

About Classic Hotels

Nestled in the historic and picturesque Farmington River Valley, Classic Hotels of Connecticut offers four beautifully distinctive properties. Family owned and operated by the well-established Brighenti Family, each offers the very height of hospitality.

While all four hotels are similar in architecture and decor featuring antiques and fine furnishings throughout the hotel rooms and open areas, each offers its own special and unique character. From fine dining to friendly and accommodating staff, guests experience the "classic" Yankee hospitality that has become our trademark. Whether visiting for business, leisure or celebration, we promise an exceptional experience at all of our charming properties. Our professional staff stands ready to assist with events held in our well-appointed conference and banquet facilities. For more information, please visit www.classichotelsocfct.com.

About TravelCLICK

TravelCLICK (www.travelclick.net) is the leading provider of solutions that help hotels and other travel industry suppliers maximize profits from electronic distribution channels. The company's iHotelier booking engine platform and website marketing programs enable hotels to better execute strategies that increase business into their own websites. TravelCLICK's competitive benchmarking reports provide hotels with price and booking performance information, and the company's exclusive electronic marketing networks allow hotels and other travel related suppliers to target promotional

messages to specific travel agents and consumers when they are booking travel.

Established in 1996 and headquartered in the Chicago area, TravelCLICK has over 7500 customers in more than 140 countries around the world.

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