

Contact:
TravelCLICK
Chris Heller, Vice President
866.674.4553
cheller@travelclick.net

FOR IMMEDIATE RELEASE

The Charles Hotel Selects TravelCLICK as Electronic Distribution Partner

CHICAGO (October 20, 2004) – Ray Cohen, President and co-CEO of TravelCLICK, announced today that The Charles Hotel, a 300-room luxury hotel in Cambridge, MA, has selected TravelCLICK's iHotelier booking engine for its website connectivity. The Charles Hotel will be using TravelCLICK's technology platform to manage its own distribution activities through its local Internet channels.

According to Alex Attia, General Manager of The Charles Hotel, "For a hotel with both business and leisure travelers, the OneScreen booking engine allows us to efficiently handle not only individual reservations, but also groups of any size. The group booking function allows meeting attendees and coordinators to manage their room blocks through our website, freeing up hotel personnel to concentrate on the guests in the hotel."

TravelCLICK's web-based CRS provides all the tools necessary for a hotel to successfully manage its presence and improve its profitability in electronic channels. The iHotelier solution includes the state-of-the-art 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.

"A hotel that is the size and stature of The Charles Hotel has the potential to drive large volumes of Internet traffic into its own website," said Richard W. Gray, Chairman and co-CEO of TravelCLICK. "Combined with the quality of the customer booking experience that OneScreen offers, the hotel is guaranteed to see an increase in Internet bookings."

About The Charles Hotel

The Charles Hotel, Harvard Square is an independent luxury hotel and a member of Preferred Hotels and Resorts Worldwide. An AAA Four-Diamond award-winner, The Charles may be the only hotel in the world to host both Noble Laureates and New England farmers. Reflecting the eclecticism that is Cambridge, The Charles Hotel is a modern interpretation of New England hospitality with a thriving jazz club, the Regattabar, two signature restaurants, state of the art conference facilities and a central location in the heart of Harvard Square. The hotel is home to Henrietta's Table, featuring "fresh and honest to goodness home cooking," and Rialto, one of the best restaurants in America [*Gourmet, Food & Wine, Esquire*, et. al.] The Sapphire Restaurant Group's Michela Larson, Gary Sullivan, Jody Adams and Karen Haskell recently opened Noir on the first level of The Charles Hotel. Designed by Peter Niemitz to reflect the decadent atmosphere of 1940s nightlife, Noir's drink menu features a mix of classic cocktails and a bar menu perfect for late night or afternoon dining. Please visit www.charleshotel.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. International brands utilizing iHotelier include Domina Hotels, AC Hotels, Banyan Tree Hotels, Baglioni Hotels and the Danubius Hotel Groups as well as scores of independent properties such as The Dorchester, The Langham Hotel London, The Langham Hotel Hong Kong, The Scotsman Hotel, Los Cabos Reforma, Hotel Marquis Reforma, Schlosshotel Berlin, Country Club Lima, The Grand America, The Watergate, 42 The Calls, La Tremoille, Chatham Bars Inn, XV Beacon, The Greenbrier, SkyTop Resort, The Broadmoor, The Charles Hotel, Old Course Golf Resort and Spa, Grand Hotel et de Milan, Woodstock Inn, Clayton on the Park, Campton Place, Palace Hotel Noordwijk and Top Notch at Stowe.

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