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TravelCLICK Showcases Comprehensive Integrated Solution Set at the International Hotel/Motel and Restaurant Show

Chicago (November 12, 2004) - TravelCLICK, Inc. will feature its comprehensive integrated electronic distribution and revenue maximization solutions at the 2004 International Hotel/Motel and Restaurant Show in New York City, November 14-16. Highlighted specifically will be its ASP-based iHotelier Central Reservations System platform with the state-of-the-art OneScreen web user interface, its DataBridge PMS integration and data-exchange platform, as well as its ChannelManager and Revenue Dashboard solutions.

The iHotelier CRS product provides next-generation seamless GDS connectivity, an industry-leading web user interface, a call center interface module, and the most advanced dynamic packaging capability available in the hospitality industry. These features, combined with group reservations and advanced email marketing capabilities, provide hoteliers with all the tools necessary to optimize their presence and maximize profitability from electronic distribution channels.

TravelCLICK will showcase ChannelManager, a powerful tool that helps hoteliers manage their presence on multiple merchant program sites. This product, integrated with iHotelier, provides hoteliers with a single control panel from which they can manage all channels - merchant sites, the GDS, their own website, and other third party retail websites.

TravelCLICK will also feature Revenue Dashboard, a powerful tool that forecasts ADR, revenue, RevPAR and occupancy on a daily basis and compares those forecasts against a hotel's budget and its prior year results. The Revenue Dashboard utilizes data from a hotel's property management system that is transmitted across TravelCLICK's new DataBridge data exchange platform.

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DataBridge provides iHotelier with traditional one-way and two-way PMS integration capabilities with all the popular PMS systems, but goes a step beyond by re-purposing the data extracted from the PMS for use in conjunction with other revenue enhancing and productivity improving products offered by TravelCLICK.

"These powerful TravelCLICK products that have been seamlessly integrated through DataBridge provide our customers with electronic distribution, channel management, and revenue management capabilities which drive improvements in revenue and offer significant productivity savings," said Ray Cohen, President and co-CEO of TravelCLICK. "We're proud to be able to differentiate our products from others in the market by seamlessly integrating them to provide our customers with unrivaled capabilities and value."

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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