

# TravelCLICK, VFM Interactive Sign Exclusive Agreement

## *Rich Digital Media Content Management Integrated with iStay Booking Engine Enhances Consumer Experience*

Chicago and Toronto (Oct. 24, 2006) — TravelCLICK Inc., a leading provider of business process management (BPM) solutions, announced today that it has signed an exclusive agreement with VFM Interactive to market Viz-it, a rich digital media content management solution designed to distribute rich media across electronic channels and enhance the online consumer experience.

A report by Harris Interactive indicates that more than two-thirds of online travelers rated visuals as one of the most important buying factors for consumers choosing a hotel online. And, according to another study for the travel industry, rich media click rates are typically five times higher than those for non-rich media.<sup>1</sup>

Viz-it works synergistically with TravelCLICK's iStay booking engine, which is designed to optimize hotel merchandising through an enhanced Flash-based user interface. Part of the iHotelier central reservation system, iStay provides a highly graphical, integrated shopping and booking experience using a variety of rich media, including compelling photographs, floor plans and 360-degree room views as well as VFM's Premium Video and Photovideo Tours (videos created from existing image assets).

"Visual content that communicates the guest experience is a powerful conversion tool. It's a must-have for all hotels that want to differentiate themselves, particularly independent properties that are trying to build their brand positions," said TravelCLICK Senior Vice President Scott Farrell. "With VFM's advanced digital content management and distribution platform, TravelCLICK provides hotels with the power and flexibility to create a consistent visual brand identity across all targeted distribution channels."

TravelCLICK hotel clients now will be able to leverage digital media well beyond their own websites. Viz-it's web-based management and distribution tool provides a single-source solution for media management and distribution, allowing properties to control media distribution through the GDS, Pegasus Online Distribution Database, search engines and more than 20,000 travel sites including Travelocity, Orbitz, Trip Advisor and Apple Vacations. And, making use of a unique feature of VFM's platform, TravelCLICK customers can selectively control exactly where specific media appears across the Internet.

"The exclusive partnership between VFM and TravelCLICK will provide hoteliers with a unique merchandising advantage," said Paolo Boni, president and chief executive officer of VFM Interactive. "By combining our rich digital media solutions with TravelCLICK's powerful iStay booking engine, we are able to deliver an unsurpassed online customer experience. We are working closely with TravelCLICK to explore all the ways rich media can be used to create mind share among online consumers, market incremental services, and increase revenue for its hotel customers."

**About TravelCLICK**

TravelCLICK 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 more than 12,000 customers in 140 countries. For more information, visit [www.travelclick.net](http://www.travelclick.net).

**About VFM Interactive**

VFM Interactive is the leading end-to-end provider of online media management, production and distribution for the hotel and travel industry. VFM helps travel companies maximize brand penetration online through the power of rich media marketing that includes still images, rich media videos, 360° virtual tours and Flash productions. VFM offers clients access to the largest and fastest-growing distribution network of more than 20,000 distribution points where consumers most often research and purchase travel products. These distributors include online travel agencies, travel suppliers, search portals and Global Distribution Systems such as Travelocity, Orbitz, Priceline, TripAdvisor, American Airlines, Yahoo!, SideStep, Galileo and Worldspan. VFM's clients include more than 10,000 hotels and resorts from brands and management companies such as Best Western, Choice, Crowne Plaza, Hilton, Holiday Inn, Interstate, La Quinta, Le Meridien, Marriott, Outrigger, Radisson, Regent, Sheraton, W, Westin and Wyndham. For more information, visit [www.vfmii.com](http://www.vfmii.com).

<sup>1</sup> DoubleClick, *Ad Serving Trend Report*, November 2004.

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