



FOR IMMEDIATE RELEASE

HMC CELEBRATES 20th ANNIVERSARY

NEWPORT BEACH, CALIFORNIA – January 7, 2008 – Hospitality Marketing Concepts (HMC), the global, leading solution provider of loyalty membership programmes, is celebrating its 20-year anniversary. It has been a dynamic and exciting 20-years for this vibrant company.

Established in 1988, HMC was a pioneer – and is still the definitive authority today – in bringing value and revenue to hotels from the SME market. HMC has a very simple philosophy – its client's success is its success. The company's longevity in the loyalty business stems from its unwavering focus on delivering exceptional service and performance, and the continual development of its people and its technology.

Longevity in its employees is a key ingredient in HMC's success. Customer service is crucial in executing successful loyalty programmes, and HMC has proven that the right mix of people and communication skills, work attitude and experience is essential. HMC provides a positive and motivating environment that nurtures talent and focuses on building a culture of high performance. A number of employees have been with HMC for over 15 years, several of whom now hold executive and senior management positions in the company.

Delivering results for its clients, year after year, is also critical to HMC's success.

The Hilton Shanghai has been an HMC client since the company first ventured into China 12 years ago. Over the years, HMC has helped the Hilton Shanghai through a re-branding of the programme and developed Hilton Premium Club to a record number of members. Volkmar Ruebel, General Manager, said, "We are extremely satisfied with our 12-year partnership with HMC. Decade-long business relationships are rare and it only goes to show HMC has demonstrated professionalism, dedication, and great customer service that more than deserve loyalty. Looking forward to extending our business in the years to come. Congratulations to your 20th anniversary!"

In addition to experienced teams and seasoned management in the field, HMC also invested substantial resources over the past 20 years developing proprietary technology unmatched in the marketplace. HMC developed sophisticated internal systems to streamline and support the company's operations, and is the loyalty industry's leader in robust Customer Relationship Management (CRM) technology that puts its hotel clients heads and shoulders above their competition.

Cutting edge CRM technology that is available to hotels at no cost.

By providing no-cost CRM technology, HMC equips its hotel clients with high-level tools that will enhance the success of the membership programmes. Successful clients remain long-term clients.

With thousands of successful private-label loyal programmes in its 20-year history, established infrastructure and advance technology resources, HMC is the leading paid–membership networked loyalty solution provider of choice for many hotels and hotel groups.

In 1997, HMC created CLUBHOTEL, a global network of four and five-star hotels, providing common benefits and recognition to a worldwide membership base. The synergy generated by CLUBHOTEL remains staggering, resulting in tens of thousands of incremental roomnights for participating hotels.

Now in its 20th year of operation, HMC is launching VOILÀ Hotel Rewards, the first global, point-based frequent guest programme specifically created for independent hotel companies. Already with a launch portfolio of over 300 hotels, there is no doubt that VOILÀ Hotel Rewards will be a success. Independent hotels can now enjoy the leverage of a global rewards programme, while travellers benefit from greater hotel choices – boutique properties and regional hotel groups not part of any reward programmes in the past – and reward points that can be redeemed around the world.

Husa Hotels, a regional hotel group with over 150 hotels in Spain and Europe, has been a client of HMC since 1992 and one of the launch clients for VOILÀ Hotel Rewards. “Since its inception in 1992, Husa Oro program has increased year after year our overall revenue, repeat business, increased brand loyalty and generated thousands of room nights as well as a significant increase in food and beverage revenue in our outlets from local members,” said Juan Gaspart, Chairman of Husa Hotels. “I am looking forward to continue working with Hospitality Marketing Concepts in the years to come!”

“The past 20 years have truly been a rewarding experience for all of us at HMC,” said Mokhtar Ramadan, CEO of Hospitality Marketing Concepts. “I believe our passion for the loyalty business is what sets us apart, and puts HMC in the leadership role. Not only have we been in business for 20 years, we have been on a path of continuous growth and that record speaks for itself.”

Celebrating 20 Years of Service, Performance, and Excellence, HMC now operates in over 50 countries, including Italy, France, Germany, Spain, Poland, Portugal, Australia, Singapore, Hong Kong, China, UAE, Egypt, Venezuela, Brazil, Canada, United Kingdom and United States. It’s newest product, VOILÀ Hotel Rewards, is set to launch in February 2008 with Husa Hotels, Coral International Hotels & Resorts, Diagonal Hotels, and other groups in the succeeding months.

ABOUT HMC

Headquartered in Newport Beach, Southern California, HMC is the leading provider of travel industry paid consumer membership and database management programs. HMC provides services to more than 1,000 full-service hotels worldwide. A selection of clients includes InterContinental, Le Meridien, Starwood, Ritz, Shangri-La, Mandarin Oriental, Husa, Orbis, Raffles and Swissotel. HMC is a global company with offices in more than 50 countries including Italy, France, Germany, Spain, Poland, Portugal, Australia, Singapore, Hong Kong, China, UAE, Egypt, Venezuela, Brazil, Canada, United Kingdom and United States. More information about HMC may be found on the company’s website <http://hmc.clubhotel.com> or by contacting Peter Gorla, Vice President of Marketing at 949-833-8000 Ext. 218 or via email at gorlap@clubhotel.com.