



HOSPITALITY MARKETING CONCEPTS

FOR IMMEDIATE RELEASE

CLUBHOTEL SET TO BOOM IN ASIA PACIFIC

HONG KONG – March 27, 2008 – HMC (Hospitality Marketing Concepts), the leading solution provider of loyalty membership programmes, is expanding its globally successful CLUBHOTEL programme in Asia Pacific.

Celebrating a 20-year history this year, HMC has operated thousands of successful private-label loyalty programmes and established a global infrastructure and advanced technology resources. In 1997, HMC created CLUBHOTEL, a worldwide network of four- and five-star hotels, providing common benefits and recognition to an international membership base.

To date, the synergy generated by CLUBHOTEL remains staggering, resulting in tens of thousands of incremental room nights for participating hotels. In 2007, one hotel group in Asia Pacific realized over 100,000 room nights, \$15 Million (USD) in rooms revenue and \$5.5 Million (USD) in F&B revenue from members.

With more than 450 global hotel partners and over 1 Million active program members, CLUBHOTEL has a strong existing network presence in Asia Pacific with China, Hong Kong, Taiwan, Japan, Philippines, Thailand, Malaysia and Singapore as major hubs.

At no cost to hotels, CLUBHOTEL delivers new, local, Asian & international business owners, corporate executives and frequent travelers who will patronize hotels where they can receive the best overall value and quality of service. In addition, by joining the CLUBHOTEL network, participating hotels gain instant and unlimited access to HMC's global database to promote their properties and services.

Stuart McAusland, Senior Vice President & Managing Director Asia Pacific, says, "CLUBHOTEL is a recession-proof marketing programme. Our proprietary CRM technology allows hotels to instantly reach thousands of qualified customers and target periods of low occupancy with specific and tailored promotional offers. One of our many success stories – our Qindao hotel partner realized a 13% increase in rooms revenue using CLUBHOTEL's no-cost CRM e-campaign platform. CLUBHOTEL is a powerful marketing tool for hotels anytime, regardless if we are in a recession or not."

CLUBHOTEL development focus in Asia is on Hong Kong, Shenzhen and Macau, followed by major hub cities in Asia. Qualifying hotels confirming participation before May 1, 2008 will receive top priority.

Interested hotels are encouraged to contact Wesley Stonehouse, Director of Business Development North Asia, at +86 15921887803 or wesleys@clubhotel.com for more details and a marketing agreement.

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 +1 (949) 260-9538 or via email at gorlap@clubhotel.com.