



HOSPITALITY MARKETING CONCEPTS

FOR IMMEDIATE RELEASE

CLUBHOTEL EXPANDS IN EUROPE & NORTH AFRICA

LONDON, UNITED KINGDOM – March 6, 2008 – HMC (Hospitality Marketing Concepts), the leading solution provider of loyalty membership programs, is expanding its globally successful CLUBHOTEL programme in Europe and North Africa.

Over its 20-year history, HMC has operated thousands of successful private-label loyalty programmes while establishing 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 roomnights for participating hotels.

With more than 450 global hotel partners and 225 participating hotels in Europe – including a strong existing network presence in Spain, Italy, Turkey & Portugal – CLUBHOTEL is expanding into the U.K., France, Greece & Morocco.

At no cost to hotels, CLUBHOTEL delivers new, local, European & international business owners, corporate executives and frequent travellers who book rooms 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 of more than 1 Million members to promote their properties and services.

Marwan Ramadan, Senior VP & President EMEA says, "CLUBHOTEL is a recession-proof marketing programme that delivers new customers to our luxury hotel partners during periods when they need business most. 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. CLUBHOTEL is a powerful marketing tool for hotels anytime, regardless if we are in a recession or not."

In 2007, CLUBHOTEL generated substantial revenue for its European hotel partners, including 29,000 room nights and €2 Million in F&B revenue for one hotel group in Portugal, and 6,500 room nights and £900K in F&B revenue for a single hotel partner in London.

As demand to join the CLUBHOTEL network has been very strong – and to ensure new CLUBHOTEL properties receive the competitive advantage that existing partners have enjoyed – only a limited number of participating hotels will be accepted in each city. Qualifying hotels confirming participation before May 1, 2008 will receive top priority.

Interested hotels are encouraged to contact John Pihl, Director of Business Development on +44 (0)777 557 4564 or pihlj@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 949-833-8000 Ext. 218 or via email at gorlap@clubhotel.com.