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FOR IMMEDIATE RELEASE

HMC APPOINTS PETER GRIFFITHS AS GENERAL MANAGER AND REGIONAL VICE PRESIDENT OPERATIONS OF THE ASIA PACIFIC REGION

Hospitality Marketing Concepts (HMC), the leading solution provider of loyalty membership programs for the hospitality and premium leisure related industries, has appointed Peter Griffiths as General Manager and Regional Vice President Operations for the Asia Pacific region. Mr. Griffiths transfers from his most recent posting in Dubai where he held the position as Area Regional Vice President Operations for the last two years. He will be based in Hong Kong at the Asia Pacific regional corporate office. Mr. Griffiths replaces Lucas Peng who is leaving to pursue other interests.

Mr. Griffiths' career at HMC has spanned over 14 years. He has served as Vice President Regional Operation for the UK, Area Vice President of Operations for the Middle East and Vice President of Operations for Asia Pacific. During his tenure in Asia, Peter oversaw HMC's explosive growth of the region, 400% growth and took HMC to market leader position within 4 years. Prior to HMC, Peter spent 6 years with Thompson Holidays working on Business Development and Sales and Marketing.

"Demand for our products and services are at an all time high," said Mokhtar Ramadan, CEO of HMC. "Peter's previous senior management position and his wealth of experience within Asia make him the ideal person to ensure efficient, smooth and further growth. We anticipate that HMC's Asia team, comprised of 400 dedicated and professional individuals, will have an excellent year in 2004 and triple the number of clients and projects it is handling from its current client hotels base."

ABOUT HMC

Headquartered in Southern California, HMC is the world's the leading solution provider of loyalty membership programs for the hospitality and premium leisure related industries. HMC's programs support more than half-a-million customers for a network of over 750 premier hotel and resort clients around the world, including Le Meridien, Hilton, Shangri-la, Ritz, Mandarin Oriental, Marriott, HUSA and Orbis. HMC is a global company with office locations in over 60 countries including Italy, France, UK, Germany, Spain, Poland, Singapore, Hong Kong, China, UAE, Australia, Venezuela, Brazil, Canada and The United States. More information about HMC can be found on the company's web site at hmc.clubhotel.com or you may contact Ann Peyton-Merin, Vice President of Marketing at 949-454-1800 or via email at peytona@clubhotel.com.

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