



FOR IMMEDIATE RELEASE

VOILÀ HOTEL REWARDS WINS 2008 ADRIAN AWARD RECOGNITION

NEWPORT BEACH, CALIFORNIA - November 17, 2008 - VOILÀ Hotel Rewards, the world's first, points-based frequent guest programme created for independent hotel groups, was honored this month with a Silver Adrian Award for excellence in Web Marketing by Hospitality Sales and Marketing Association International (HSMAI).

For over 50 years, the Adrian Awards have been one of the travel industry's most prestigious competitions, honoring innovation and success in hospitality and tourism marketing. Each year, HSMAI gathers experts in advertising, public relations, media and Internet marketing to determine the award winners from five equally-weighted categories: Marketing Objectives, Creativity, Quality, Content and Results. Nearly 1,500 entries from around the world were submitted to this year's competition.

"We are delighted to receive this recognition from our travel industry peers," said Gabi Kool, senior vice president and managing director of VOILÀ Hotel Rewards. "VOILÀ was designed to provide four- and five-star independent hotels with a loyalty programme that rivals the mega brands. This award is further acknowledgement of our efforts in building on our vision for VOILÀ to be the world's largest and most-respected frequency guest programme and inspires us to work even harder to support the many hotels who have already joined our programme."

HSMAI will pay tribute to VOILÀ and other winners during the Adrian Awards Gala held on January 26, 2009, in New York. It is expected that the black-tie event will be attended by thousands of hospitality, travel, tourism, and marketing executives.

ABOUT VOILÀ HOTEL REWARDS

VOILÀ is the world's first and only points-based, guest loyalty programme built specifically for a global alliance of independent hotels and small groups. VOILÀ is operated by Hospitality Marketing Concepts (HMC), a global company with offices in more than 50 countries in North America, Central/South America, Europe, Middle East and Asia. VOILÀ has a portfolio of over 170 hotels, including Husa Hotels, Coral Hotels & Resorts, Lucerna Hoteles, Continental Hotels Group and Great Hotels Organisation. For additional information, visit the company's website at www.voilahotels.com or contact Peter Gorla, vice president of marketing at +1 (949) 260-9538 or via email at peter@vhr.com.

ABOUT HSMAI

HSMAI is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings®. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102; (703) 506-3280; fax (703) 506-3266, or visit the website at www.hsmai.org.