



HOSPITALITY MARKETING CONCEPTS

FOR IMMEDIATE RELEASE

LUCERNA HOTELS JOINS CLUBHOTEL AND VOILÀ HOTEL REWARDS

NEWPORT BEACH – October 21, 2008 – HMC (Hospitality Marketing Concepts), the leading solution provider of loyalty membership programmes, is proud to welcome Hoteles Lucerna to its global networks of CLUBHOTEL™ and VOILÀ Hotel Rewards™.

Hoteles Lucerna, a Mexican hotel group with five-star properties in Tijuana, Mexicali, Culiacan, Ciudad Juarez and soon opening Hermosillo, has signed agreements with HMC for its full spectrum of services. All five Hoteles Lucerna properties will be active participants in CLUBHOTEL and VOILÀ Hotel Rewards to capture international business, and will also launch a private-label membership programme to build regional patronage.

Designed and operated by HMC, Lucerna Limited Edition is a paid membership programme, designed to build a foundation of loyal patrons in the hotels' local markets. The 12-month membership provides the member with unlimited complimentary dining at any of the participating hotel restaurants when accompanied by one or more paying guests. Members also enjoy member-only room rates, complimentary nights, room upgrades, special offers, and more; benefits that are tailored to encourage repeat business and increase brand loyalty.

While Lucerna Limited Edition generates memberships to increase local and regional patronage, Hoteles Lucerna will also gain instant and unlimited access to CLUBHOTEL's global network of over one million active members to attract international business owners, corporate executives and frequent travelers. The participating hotels will have online access to HMC's proprietary and robust CRM technology to design and manage targeted email campaigns, track member usage, and measure marketing responses, all at no cost to the hotels.

Hoteles Lucerna will also be the launch client for VOILÀ Hotel Rewards in Mexico. Designed for independent hotels and small hotel groups, VOILÀ Hotel Rewards is a point-based rewards programme that rivals those of the mega brands. With an international network of hotels and cutting-edge technology, members can accrue points at their favorite hotels then redeem roomnights in another part of the world, manage their profile online including point redemption and set up hotel preferences.

"We are very pleased in our partnership with HMC at many levels," said Manuel Pérez, General Director for Grupo Lucerna. "HMC has presented a total solution that addresses our needs both in the local market and internationally. The solution also provides us with advance technology that would otherwise be financially out of reach for most small hotel groups. We are also delighted to be the first hotel group in Mexico in the newly launched VOILÀ Hotel Rewards. In our minds, there is no doubt that VOILÀ will be a great success with consumers, and it levels the playing field for us against the mega brands."

“HMC has been operating loyalty programmes successfully for 20 years, for thousands of hotels,” said Mokhtar Ramadan, CEO of Hospitality Marketing Concepts. “CLUBHOTEL and VOILÀ are the products from many years of experience and listening to our hotel partners. Even our CRM technology was developed with input from hoteliers throughout its evolution. Our hotel partners, and our club members – the consumers, are the source of our inspiration, and that’s why we know that VOILÀ Hotel Rewards will be an uncompromised success. CLUBHOTEL, which was first launched in 1997, is already generating staggering results. The synergy of that network generates tens of thousands of incremental roomnights each year for our participating hotel partners. Hotel groups like Grupo Lucerna made CLUBHOTEL successful, and it is hotel groups like Grupo Lucerna that will reap the rewards of being part of CLUBHOTEL and VOILÀ.”

“VOILÀ Hotel Rewards is a global network of leading independent four- and five-star properties,” said Gabi Kool, Senior Vice President and Managing Director of VOILÀ Hotel Rewards. “With our new partner Grupo Lucerna, VOILÀ will now be operational in 165 cities, spread out over 11 countries and 3 continents. VOILÀ partner hotel groups are up-market local leaders with strong presence in gateway or business destinations, with properties that are outstanding in innovation, location or heritage. We are very excited to welcome Grupo Lucerna to the VOILÀ family.”

Lucerna Limited Edition, CLUBHOTEL, and VOILÀ Hotel Rewards are scheduled to launch at all Hoteles Lucerna properties in January 2009.

ABOUT HOSPITALITY MARKETING CONCEPTS (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 Hotels Group, Hilton Hotels, Ritz, Shangri-La Hotels & Resorts, Raffles Hotels & Resorts, Mandarin Oriental, HUSA Hoteles, Orbis, Hyatt Hotels & Resorts, Marriott, Pestana Hotels and Resorts, Pousadas de Portugal and Swissotel Hotels & Resorts. 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.

ABOUT LUCERNA HOTELS

Created under the vision of its founder, José Encarnación Kabande in 1966 and headquartered in Mexicali, Baja California, México, Lucerna Hotels has become the most important Hotel Group in Northwest Mexico with 5-star properties in Mexicali, Tijuana, Culiacán, Ciudad Juárez and soon to open Hermosillo. Some of these properties are now considered city’s landmarks due to their legendary presence and quality service over the years. More about Lucerna Hotels may be found on the group’s website <http://www.lucerna.com.mx> or by contacting Verónica García, Corporate Director of Sales and Marketing at +52 (686) 564 7000 or via email at vgarcia@lucerna.com.mx.