

Hotel Booking Solutions Incorporated Corporate Fact Sheet

Headquarters

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Description

Hotel Booking Solutions Incorporated (HBSI) provides Demand ManagementSM technologies and services to the global travel industry. As the established thought and practice leader in the emerging discipline of Demand ManagementSM, we bring order and simplicity to travel distribution, enabling travel companies to unlock the revenue potential that lies within their complex distribution environment.

We support market leaders by developing and implementing a range of sophisticated products and services for hotels and travel distribution companies worldwide. Our products facilitate the efficient and cost effective flow of commerce between hotels and their channels of distribution. We remove the points of resistance that inhibit the flow of commerce between supply and distribution for the global travel industry.

Through a single interface from a CRS or PMS to our network, hotel companies gain immediate connectivity and access to our Demand Partner NetworkSM, which includes many of the leading travel distribution companies and demand aggregators that service the global marketplace. We enable hotel companies to transact commerce with all of their demand generators and demand aggregators from a single point of management, allowing them to build, harness, forecast and shape demand for their hotels resulting in improved financial performance and market position.

HBSI also provides travel distribution companies and demand aggregators with an efficient and cost effective means to access room supply through our Supply Partner NetworkSM, which includes many recognized and thought-leading hotel companies worldwide. We provide an advanced technology platform and applications that enable travel distribution companies and demand aggregators to gain access to, manage, and inventory the components of travel products, including rate and availability, to facilitate commerce with their supply partners.

Leadership Team

Lawrence W. Hall

Chief Executive Officer

Donald K. Jackson

Chief Financial Officer

Michael A. Heinze

Chief Technology Officer

Darin J. McAuliffe

Senior VP, Distributor Sales

Gregory D. Berman

Vice President, Engineering

Mark B. Hoare

Vice President, Product Management

Kevin B. Ruhman

Vice President, Marketing

Alan E. Young

Vice President, Supplier Sales

Jocelyn M. Valley

Senior Demand Management Strategist

Locations

Headquarters

Atlanta, Georgia

European Office

Zell am See, Austria

Regional Office

Toronto, Ontario

Regional Office

Dallas, Texas

Key Benefits

We design our products and services to alleviate the operational challenges and expenses facing travel companies today, and increase the opportunity for additional commerce through comprehensive Demand ManagementSM technologies, services and practices that include:

Distribution Channel Connectivity: Eliminate fax reservations and the need to use manual, error-prone extranets, resulting in reduced labor costs and greater accuracy

Open Architecture: XML and OTA interface standards for maximum compatibility with existing and future partners

Manage Demand: Unparalleled and comprehensive ability to manage fluctuating demand for travel product resulting in more profitable revenue

Expanded Access to Product: Hotels gain instant access to major distribution channels that create additional demand and sales of products

Accuracy: Real-time rate and inventory management with travel partners based on multiple factors including fluctuating demand patterns to maintain a complete and accurate balance of supply and demand

Expert Counsel: An experienced team of hotel operations, technology and travel distribution professionals focused on improving our clients' business through the application of contemporary Demand ManagementSM techniques and practices

Investors

- Crosslink Capital, San Francisco, California, United States
- Feratel Media Technologies AG, Salzburg, Austria
- LMH, LLC, New Orleans, Louisiana, United States

Technology Partners

- Equinix
- The IBS Group
- Microsoft (Gold Certified)
- Stratus Technologies

Affiliations

- Hotel & Technology Next Generation (HTNG)
- Open Travel Alliance (OTA)
- Hotel Electronic Distribution Network Association (HEDNA)

Contacts

Investor Relations

Donald K. Jackson
(678) 391-3112

Public Relations

Kevin B. Ruhman
(972) 335-0027

History

1998

Hotel Booking Solutions, GmbH founded in Zell am See, Austria. Distribution Connectivity strategy and platform developed.

2002

Louisiana-based Hotel Booking Solutions, LLC formed and acquires Hotel Booking Solutions, GmbH. Channel Management functionality added to product suite.

Liberty Travel/GoGo, the largest wholesaler leisure operator in the U.S., selects Hotel Booking Solutions, LLC for Contract Management and Connectivity services.

2004

Travel technology industry veteran Larry Hall named CEO to provide leadership, strategy, and growth. Other prominent industry leaders join the company resulting in a world-class leadership team.

2005

Hotel Booking Solutions Incorporated established, acquires Hotel Booking Solutions, LCC and relocates to Atlanta, Georgia.

Crosslink Capital invests in Hotel Booking Solutions Incorporated.

Hotel Booking Solutions Incorporated introduces the discipline of Demand ManagementSM to the global travel industry.

Signs partner agreement with leading technology company Equinix to provide Internet network and hosting services.

Signs partner agreement with The IBS Group to expand rapid development capabilities to meet growing customer demand.

2006

Deploys Demand ManagementSM products and services at 28 Harrah's Entertainment (NYSE: HET) properties.