



MICHELLE YABLIN SILVERMAN JOINS HOTEL BOOKING SOLUTIONS ***To Direct Account Management Services for Demand Management Leader***

ATLANTA, GA (September 12, 2006) — Hotel Booking Solutions Incorporated (HBSI) has named veteran hospitality professional Michelle Yablin Silverman as Director of Account Management for both hotel and sales distribution channel customers.

HBSI delivers technologies and services to enhance the flow of commerce between hotels and their distribution channels. As the thought leader in Demand Management—the convergence of revenue and channel management—HBSI brings order and simplicity to travel distribution enabling travel companies to unlock their full revenue potential.

With more than 25 years hospitality experience, Silverman comes to HBSI from Verso in Atlanta where she managed the relationships with major hospitality clients such as Rosewood Hotels and Resorts, InterContinental Hotels Group and Ritz Carlton. She also served in leadership roles with Eltrax Systems and Encore Systems in Atlanta as well as Bally's Park Place Hotel and Casino in Atlantic City, NJ.

Silverman brings HBSI customers a proven track record in assuring the prompt resolution of customer issues and developing and expanding customer relationships. In her previous positions she has pioneered the account management concept, resulting in an improvement in client loyalty and increasing value to existing customers. She has developed and implemented communication and issue-tracking processes to solve consistency and quality concerns.

At HBSI, she will manage ongoing service delivery to meet customer expectations and identify opportunities to expand services for large-scale hotel companies and their sales distribution channels as well as software service partners.

About Hotel Booking Solutions Incorporated

Hotel Booking Solutions Incorporated provides Demand ManagementSM technologies and services that bring order and simplicity to travel distribution, enabling travel companies to unlock their full revenue potential. HBSI most



recently signed Harrah's, IHG, Intrawest, Sandals and Cendant as new customers. For more information, visit www.hotelbookingsolutions.com.

Media Contact: Nick Vance, HBSI, nvance@hbsconnect.com, (678) 391-3097

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