HOTEL BOOKING SOLUTIONS NAMES GREG BERMAN COO

Demand Management Solutions Provider Promotes VP of Engineering

ATLANTA, GA (July 17, 2006) — Gregory Berman has been named Chief Operating Officer for Hotel Booking Solutions Incorporated (HBSI), the leader in Demand Management℠ solutions for the global travel industry.

Formerly HBSI's Vice President of Engineering, Berman has nearly 20 years experience in the development, management, marketing, and delivery of mission-critical enterprise business solutions and information technology. His accomplishments include high-level engineering consulting with Texas Instruments and The Coca-Cola Company. He also founded Albion Connect, a company spun-out from Albion International, and served as the Chief Technology Officer. From 2001 to 2004, Greg served in positions of leadership at Fujitsu including VP of Sales and VP for Global Mobile/Wireless Enterprise Solutions. Immediately prior to joining HBSI, he was the Mobility Principal and Major Accounts Manager for PEAK Technologies.

"On behalf of all my colleagues at Hotel Booking Solutions, we're delighted to see Greg ascend to his new role," said HBSI President & CEO Larry Hall.

"In the 14 months since Greg joined the company, he has proven an integral part of our efforts to reposition the company as a high-performance transaction engine for the global travel industry," said Hall. "In addition to his operations responsibilities, Greg successfully managed the introduction of our offshore development team and the migration to our high-performance environment, a technology strategy that helped us land contracts with some of the largest, most sophisticated hotel companies in the world including IHG and Cendant. We're pleased to have Greg on our team and fully expect he will continue to make significant contributions to our success as the company enters a period of accelerated growth."

Berman received a Bachelor of Science degree in Operations Management from Auburn University and a Master of Science degree in Management Information Systems from the University of Texas, Dallas.

About Hotel Booking Solutions Incorporated

Hotel Booking Solutions Incorporated provides Demand Management℠ 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.

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