



Lisa A. Barker named Vice President of Sales HBSi

ATLANTA, GEORGIA-- (September 25,2007) — HBSi, an established thought practice leader in the emerging discipline of Demand Management names Lisa A. Barker as Vice President Sales for Hotel Booking Solutions Incorporated.

The majority of Barker's more than 15 years experience in the Hospitality Industry has been dedicated to Reservation Processing and Distribution Services with companies such as Hilton Hotels, AMR's TeleService Resources, and most notably Pegasus Solutions where Barker was instrumental growing Travelweb.com from 13 hotels to more than 50,000 hotels and subsequently pioneering Pegasus' Alternative Distribution Network which included the successful participation of nearly every major online distribution travel company.

"I am pleased to announce the addition of Lisa Barker to the leadership team here at HBSi," said Greg Berman, COO of HBSi. "Lisa brings a blend of industry knowledge, distribution expertise, and an entrepreneurial spirit to uniquely address the challenges facing Hotel Companies and Distribution. Her previous success in engaging customers in a manner which creates efficiencies within their existing connectivity and channel management strategies to expose those untapped opportunities for both Suppliers and their key Partners make Lisa a natural fit for our organization."

Barker is a graduate of Florida International University's School of Hospitality Management, and will operate from the company's headquarters in Atlanta.

About Hotel Booking Solutions Incorporated

Hotel Booking Solutions Incorporated (HBSi), credited with introducing Demand Management to the global travel industry, offers technologies and services that bring order and simplicity to sales distribution, enabling travel companies to unlock their full revenue potential. HBSi's hotel customers include Fairmont, Harrah's, Hyatt, InterContinental Hotels Group, Intrawest, ResortQuest Hawaii, Sandals, and Wyndham Worldwide. For more information, visit www.hotelbookingsolutions.com.

Media Contact: Lisa Barker, HBSi, (678) 391-3099, lbarker@hbsconnect.com

