



GOLFSWITCH TEES UP WITH HBSi DEMAND PARTNER NETWORK

Leading Golf Distributor Linked with Demand Management Innovator

ATLANTA, GA (January 10, 2007) – GolfSwitch, the leading marketing and distribution services company in the golf industry, has joined the Hotel Booking Solutions Incorporated (HBSi) Demand Partner Network™ of leading distribution channels.

GolfSwitch connects suppliers of tee time inventory (golf courses) with golf resellers (hotels, travel agents, GDS's, tour operators and Internet sites) to facilitate a more efficient marketplace for selling tee times and golf reservations.

HBSi, credited with bringing Demand Management to the global travel industry, provides technologies and services to enhance the flow of commerce between suppliers and their distribution partners enabling both to realize their full revenue potential.

“The relationship with HBSi provides Golfswitch exposure to more inventory as well as a more efficient and easier way to book,” said Lloyd, Golfswitch Executive Vice President.

“By connecting through HBSi to Golfswitch, suppliers of golf inventory can reduce costs associated with booking through manual, error-prone processes such as fax and telephone calls,” said Darin McAuliffe, HBSi Senior Vice President, Demand Partners. “Since our services connect and benefit both the supply and demand side of the travel industry, bringing aboard a quality name like Golfswitch helps us grow our Supply Partner Network™.”

HBSi’s Demand Partner Network now includes nearly 50 leading distribution channels with a number in negotiations to join.

About Golfswitch

GolfSwitch, the leading marketing and distribution services company in the golf industry, connects suppliers of tee time inventory (golf courses) with golf resellers (hotels, travel agents, GDS's, tour operators and Internet sites) to facilitate a more efficient marketplace for selling tee times and golf reservations. For more information, visit www.golfswitch.com.

About Hotel Booking Solutions Incorporated



Hotel Booking Solutions Incorporated, the company credited with introducing Demand Management to the global travel industry, brings order and simplicity to travel distribution, enabling travel companies to connect to and manage distribution channels and unlock their full revenue potential. HBSi's hotel customers include Harrah's, Hyatt, Intercontinental Hotels Group, Intravel, Sandals and Wyndham Worldwide. For more information, visit www.hotelbookingsolutions.com.

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