

*For Immediate Release*

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**gCommerce Solutions Signs Online Management Contract with  
The Lenox Hotel in Boston, Mass.**

***Success at Sister Hotel Earns New Contract for eMarketing Specialist***

PARK CITY, Utah, January 13, 2009—gCommerce Solutions, a unique eMarketing firm specializing in the hospitality industry, today announced that it has signed an online management contract with The Lenox Hotel in Boston, Mass. to manage all of the hotel’s electronic marketing services, ranging from website management to social media applications.

“With the economy continuing to head south, hotels are finding that they need to work harder and smarter to maintain their bottom line,” said Scott van Hartesvelt, gCommerce president. “Savvy owners are very aware of the huge potential the Internet offers their hotels, from increased bookings to online promotions. The Lenox Hotel, long a local trendsetter, has decided to take proactive steps to maximize their online presence and revenue potential.”

The gCommerce model is built around revenue and growth in client market share. gCommerce works with each property to identify specific unexploited markets that can be reached online quickly and cost-effectively. Combining leading edge marketing techniques grounded in primary research with a commitment to proactive client communication has allowed gCommerce clients to enjoy best-in-industry results.

“While we’ve had a very strong 2008, we realize that we’re going to have to work much harder to maintain those same bookings and revenues in 2009. gCommerce will work with our

associates to determine where our online strengths lie and where improvements are warranted.

We're confident they will be able to add significant value and help us optimize revenues in a challenging economic environment," said Dan Donahue, General Manager of The Lenox Hotel.

### **About gCommerce Solutions**

Headquartered in Park City, Utah, gCommerce ([www.gcommercesolutions.com](http://www.gcommercesolutions.com)) is a full-service Internet marketing and distribution management company. The company provides a full range of services to address all aspects of a hotel's Web presence, from establishing and managing on-line room rates to strategic partnering with on-line search engines. Hotels managed by gCommerce typically experience reservation increases of 10 percent to 30 percent.