

For Immediate Release

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gCommerce Solutions and GenaRes Worldwide Reservation Services Sign Internet Management and Distribution Contract with Carlton Hotel in New York City

Hotel Reports More than 78 Percent Increase in Website Revenue in First 120 Days

NEW YORK, N.Y., May 2007—GenaRes Worldwide Reservation ServicesSM Ltd., the hotel industry's newest and fastest growing global representation and reservations company, and gCommerce Solutions, a unique eMarketing firm specializing in the hospitality industry, today announced that they signed an Internet management contract with the Carlton Hotel in New York City. During the first 120 days of the contract, the hotel experienced an increase of 57 percent in consumed electronic revenue from the hotel's global distribution system, third party travel sites (what's this acronym?) and Web site, including a 78 percent increase in consumed Web site revenue, over the same period 2006.

“Having just left a major brand affiliation, we were concerned that we would see a large drop in bookings due to lack of Internet production,” said Dan Bergman, hotel general manager. “With just 10 days notice, GenaRes and gCommerce transitioned all Web-based systems without incident, implemented a new rate strategy and installed a new booking engine onto the Web site. This provided potential and returning guests with the ability to find and book the hotel through the major Internet sources.”

GenaRes provides the hotel with second generation seamless connectivity to a global distribution system (GDS) and access to more than 600,000 travel agents using SABRE, Apollo,

Worldspan, Amadeus, and Pegasus (ODD). In addition, GenaRes furnishes a proprietary booking engine that interfaces with the hotel's Web site. The GenaRes service utilizes true ASP technology designed and built by GenaRes, eliminating third-party reliance, to enhance and support the hotel's reservation and marketing programs while interfacing directly to the hotel's property management systems (PMS).

“Our proprietary platform ensures that independent, boutique hotels have the tools necessary to build their electronic revenue,” said Eugene Harris, President (name, title, GenaRes spokesperson). “We take pride in this quickly implemented process and are delighted to have been able to help produce such a substantial increase to the hotel's bottom line in such a short period of time.”

Additionally, gCommerce is responsible for the brand's electronic and interactive presence marketing, including its Web site, www.carltonhotelnny.com, and relationships with on-line travel agents, such as Expedia. In addition, the company created specific marketing programs, such as Google AdWords and event-based marketing.

“We hit the ground running and the results really speak for themselves,” said Scott van Hartesvelt, gCommerce president. “The combination of targeted messaging, a proactive search engine marketing strategy and a robust revenue-management program really drove results at the Carlton.”

About GenaRes Worldwide Reservation Services, Ltd

Launched in 2004 by former Lexington Services Corp. founders and executives, Dallas-based GenaRes Worldwide Reservation ServicesSM Ltd. (<http://www.genares.com>) is the hotel industry's newest and fastest growing hotel reservations and representation company. As the first new central reservation system (CRS) to come to market since 1999, GenaRes'

GenaRaterSM Web-based CRS and related services are provided on an ASP basis and are designed for properties ranging from small independents to large chain hotels worldwide. The lodging industry's only privately held reservations technology provider created by hoteliers for hoteliers, GenaRes' services include: seamless GDS and Internet connectivity, a private-label Internet booking engine, a Web-based CRS with two-way XML property management system interfaces, and private-label voice reservations/call center services. GenaRes is headquartered in the Dallas/Fort Worth suburb of Grapevine, Texas, and has sales representation worldwide, with offices throughout Europe and Asia. The company is owned by Eugene Harris, Rick Wilkins and Mike Wilkins.

About gCommerce Solutions

Headquartered in Park City, Utah, gCommerce 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.