

Unirez by PegasusTM

Proposal for membership of
Unirez by Pegasus[®]
For

Making your business more successful

Unirez Membership

Unirez is a connectivity solution offered by Utell Hotels and Resorts that allows independent hotels and small groups to outsource their electronic distribution and connectivity needs while handling their own marketing and sales activities.

At the heart of the Unirez offering is our state of the art Central Reservation System (CRS) RezView NG. RezView NG was developed based on the stability of Pegasus' existing CRS platform and the software technology. The resulting enterprise solution provides hotels with a one-stop shop for easy management of room and non-room item inventory, status, restrictions, pricing and policies. Additionally, the product offers dynamic packaging, universal integration with external applications and operation in multiple languages.

✓ **RezView NG is used by over 6,500 hotels**

Our clients range from 5-star properties to limited service corporate hotels, from elegant ski lodges to some of the world's largest hotels in major cities.

RezView NG allows you to control every aspect of your own proprietary information; from entering and modifying the descriptive information about the hotel to managing and updating your rates and inventory. It gives you access to on-line real-time reports to give you clear, concise management information to help you run your business and maximise your revenue.

Your Unirez services include:

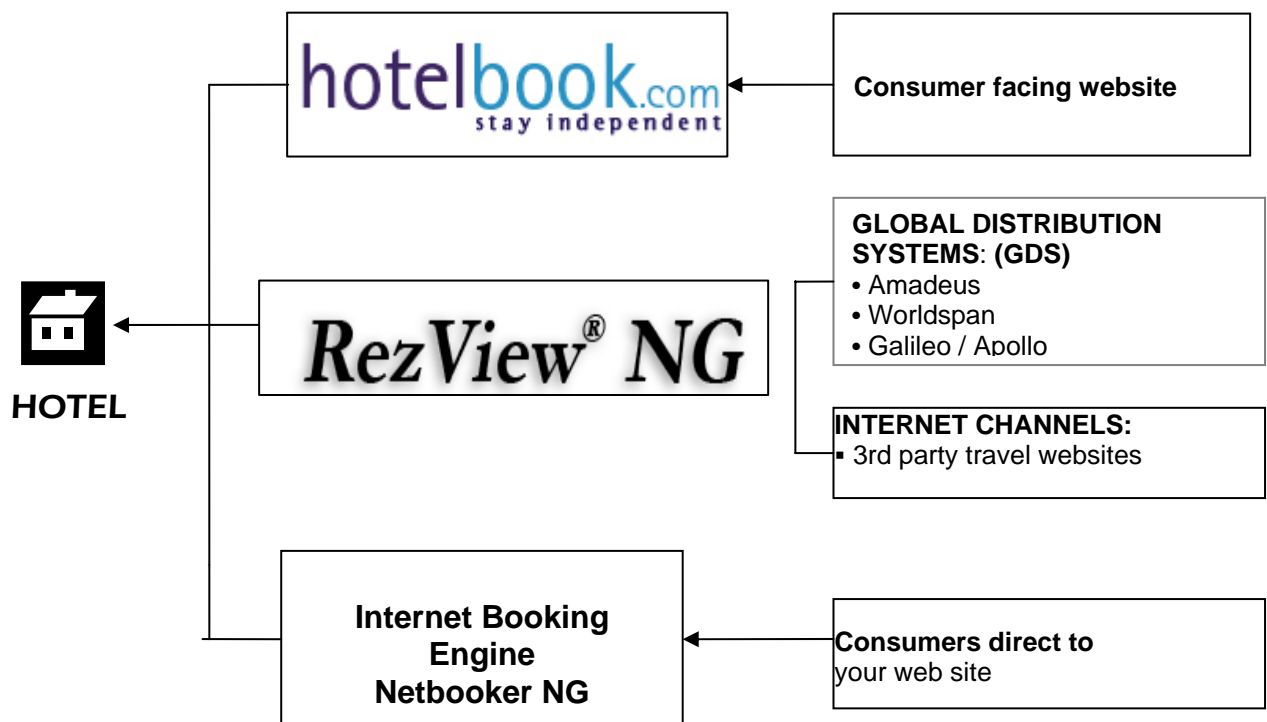
| | |
|---|---|
| Central Reservation Services Content Distribution Database System Configuration Training & Orientation Hotel Support Services | Management Reports Rate Solicitation Services Image Management Hotelier Portal |
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Distribution Services

You will benefit from an industry leading Central Reservation System (CRS) technology platform, RezView NG, which manages, distributes and sells your consolidated hotel product through all primary and secondary distribution channels world-wide

Hotels are seamlessly connected via the powerful and intuitive web-based portal, allowing easy, real time management of your rates and inventory so optimising your revenue generation. Reservations are delivered through RezViewNG or alternatively through our Property Management System (PMS) interface connection options.

Unirez allows you to outsource some or all of your distribution and connectivity needs while retaining your individual identity. The service includes connectivity to the four GDS on the chain code UZ, distribution through the many Pegasus partner internet sites, and the option of having our powerful internet booking engine powering transactions on your own website – you choose which or all meet your requirements.



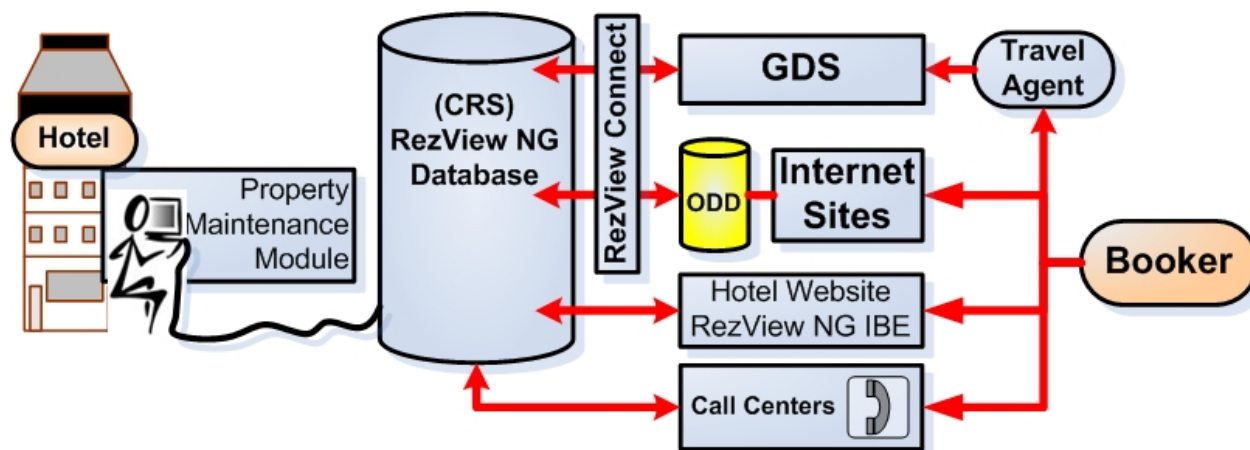
Reservations are delivered electronically via an extranet or directly to your Property Management System (PMS) with interface options

Rate maintenance through all channels is easy. Unirez can link rate plans to one key rate: Best Available Rate (BAR). The use of BAR means that as demand fluctuates, other rates will fluctuate to reflect simple adjustments of BAR. This means that your hotel is always competitively priced whatever the market conditions.

Our state of the art Central Reservation System

RezView NG provides you with the stability of today's technology solutions together with next generation capabilities:

- ✓ **Content property management** with full visibility and accountability
- ✓ **Packaging** – complementary product sets (in-house or external service eg. Airport transfer) can be dynamically packaged
- ✓ **Rate Management** - extended support for flexible rate and revenue management methodologies eg. BAR
- ✓ **CRS inventory services** – easy management of room and non-room item inventory, status, restrictions, pricing and policies
- ✓ **Content web site management** – every hotel can quickly create a branded website and manage their look and feel using the Style Editor
- ✓ **Multilingual Content Distribution** – full support for static and seamless content in any language.



GDS Distribution

The Unirez CRS connects your hotels to the Global Distribution Systems (GDS) and their onward distribution partners. This enables your hotel to be booked by the 500,000 plus travel agencies worldwide that use these systems to book their clients' travel.

There are four major GDS:

- ✓ Amadeus
- ✓ Galileo
- ✓ Sabre
- ✓ Worldspan



Once you join Unirez you will be distributed on the GDS under the chain code UZ.

Internet Distribution

As a member of Unirez, your hotels will be distributed to over 1,000 of the world's most recognised business, leisure and consumer web sites. Consumer sites currently including

| | |
|-----------------|-------------|
| Hotel.de | Expedia.com |
| Priceline.com | Hotwire.com |
| Travelocity.com | HRS.com |

You can also opt to be distributed via www.hotelbook.com, our consumer facing website promotes independent hotels and small groups, enabling them to compete with brand websites. This site has unique relationships with travel search engines such as Kayak.com and Travelsupermarket.com giving access to this key online travel distribution network. In 2008 revenue from hotelbook.com grew by over 20%.

The site has:

- ✓ A Monthly e-newsletter with over 20,000 subscribers
- ✓ Destination deals promoting competitive rates in key locations
- ✓ Award-winning Hotelbook blog and destination podcasts
- ✓ Partnerships with major distribution channels such as NetxTag, bezurk and Hotelscombined

hotelbook is supported by a team of eMarketing professionals who manage regular promotions from which you can benefit.

The tools they use include:

- ✓ Micro sites
- ✓ Email campaigns
- ✓ Affiliate marketing
- ✓ Search engine optimisation
- ✓ Banner advertising
- ✓ Updating of unique content
- ✓ Pay per click marketing (PPC)



Web Booking Engine

For your own web site, Unirez offers an internet booking engine, NetBooker NG, part of the RezView NG CRS. NetBooker NG is not a standard booking engine but an advanced retail environment that enables you to maximise your direct online booking channel.

NetBooker NG can be quickly implemented into your website, without expensive investment in technology, to ensure you increase your booking conversation and the average revenue per booking.

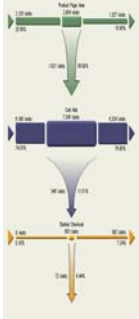


Key features of NetBooker NG are:

- ✓ Offers customers up-sell opportunities within the booking flow
- ✓ Multilingual
- ✓ Cross sell concierge items eg. champagne or chocolates on arrival
- ✓ Utilizes Web 2.0 technology including dynamic maps and mobile booking engine

Web Analytics

Web Analytics was developed to provide actionable metrics that show how online marketing translates into growth and profitability for hotel clients.



- ✓ Unirez's web analytics package uses the industry's most robust and highly regarded analytics software.
- ✓ It provides unprecedented ability to track online revenue from its source through the reservation process, to identify all potential drop-out points.
- ✓ Web analytics gives you the information to optimize marketing investment, improve web site conversion and segment you're most valuable visitors for repeat business.

Image Management and Rich Media Services

More and more travellers rely on the internet to make their travel decisions. When they consider hotels online, what persuades them to book your properties?

Photographs are an important part of presenting your property, and Unirez offers its member hotels an online, intuitive method of collecting and distributing high quality images to major GDS and web site channels.

In addition, rich media services are available. These include virtual tours (360 panoramic images), web shows and streaming videos to help you present your hotel in a dynamic, exciting way with the widest possible reach across the internet.

Translation Services

Unirez offers a low-cost translation solution giving properties a competitive advantage over hotels with English-only descriptions. Nearly 70% of web users do not have English as their first language.

By displaying the hotel information in multiple languages, your property becomes more favourable to display on many international websites. The translation service is an automated solution, giving a quick, cheap and effective service for your hotel.



Hotel Support Services

Training and Orientation

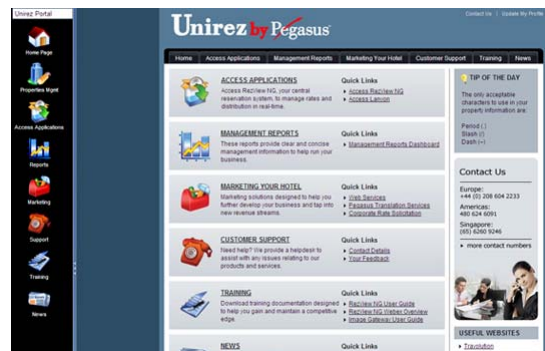
Your success is our success. Therefore we are committed to ensure that you get the most out of Unirez. You will receive full training on RezView NG, our CRS, as part of our on boarding process. Additional self service and one-to-one training is also available.

Dedicated Member Portal

www.Unirez.com is a site specifically designed for our member hotels. It will keep you updated with trade news, marketing initiatives and dates and events and is supported by a dedicated monthly newsletter.

In addition is provides you with access to:

- ✓ Utell products and services
- ✓ Customer Support
- ✓ Self service and support online training options
- ✓ Rate solicitation
- ✓ Image Portal
- ✓ Best practice guides and white papers



Service Delivery

This key support department is here to help you by providing helpdesks for operational queries and help with Utell's tools and systems.

- ✓ On-demand support
- ✓ On-boarding
- ✓ Preferred rate solicitation

Commission Processing Services



All member hotels have access to TravelCom; an easy to use web based travel agent commission payment tool. It allows you to check pay and track your travel agency commissions online and it will save you time and costs as the charge is only \$1 per transaction.

- ✓ Easy and intuitive to use
- ✓ Available 24/7 to allow reconciliation at your convenience
- ✓ Offers a variety of payment options (credit card, bank transfer, etc)
- ✓ Allows commission payments in a wide range of currencies.
- ✓ Minimizes that number of commission enquiries from travel agents

Business Performance Services

Management Reports

Hotels have 24/7 access to a variety of hotel and management reports, including arrivals lists and online query filters, as well dashboards and interactive graphical displays that include trends in booking patterns and source of business.

Rate Solicitation:

Unirez will give your hotel access to consortia, Travel Management Company, internet or corporate programs and you can then choose which fit best into your strategy.

You will be provided with access to our rate solicitation tool. This is a central repository for your property data and rates for participation in RFP bids. Once your data is loaded, it will then be available to be submitted for all consortia, Travel Management Company, internet and corporate solicitations your property has access to or been invited to participate in.

Chanel Management and Business Intelligence Tools

Unirez has a state of the art suite of tools called Market Insight to help you understand and manage your distribution strategies to maximise business potential.

The suite includes

MarketCompare

A real-time, online, rates shopping tool to benchmark your own and your competitor's online rates

MarketUpdate

To monitor and control online, third-party distribution through a single interface

MarketManage

Combines the benefits of MarketUpdate with MarketCompare with enhanced features to benchmark and manage online distribution from one screen.

