

For Immediate Release

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Hotel Brokers International Forms Strategic Alliance with OpenBook
Newly Formed Partnership Aims to Elevate Hotel Performance

KANSAS CITY, Mo., December 21, 2009—Hotel Brokers International (HBI), the nation's largest hotel brokerage organization with more than 30 offices coast to coast, announced the formation of a strategic alliance with OpenBook, to establish a referral system between the two companies.

The partnership establishes HBI as the preferred broker for OpenBook clients, which will provide referrals to HBI brokers. In turn, HBI will recommend leads to OpenBook of hotel owners or managers seeking to increase their profits through the company's array of marketing and technology services.

"This co-marketing and referral partnership is a beneficial situation for both organizations," said Brandt Niehaus, HBI board member, and president of Huff, Niehaus & Associates. "HBI has substantially more brokers in more locations than any other hotel brokerage organization, which gives us better local market intelligence. OpenBook has delivered a 30% increase in reservations among its hotel customers by building them a successful web presence, marketing them online, and allowing travelers to book quickly and easily online. Combined, we'll extend our market reach and understanding, serving hotel owners with increased profitability or with buying and selling expertise."

"Our two companies reinforce each other's offering – where OpenBook increases hotel performance, and HBI brokers know the market for hospitality transactions," said Zack Paul, OpenBook's founder, and CEO. "This partnership indicates the confidence that both organizations have in one another and we have confidence in jointly delivering new value to the hotel industry."

Paul also emphasized OpenBook's focus on delivering profitability to mid-market hotels.

"OpenBook's recent track record of delivering results, even in a difficult economy is part of why it has grown quickly," he said. "We will work with HBI brokers to help them represent OpenBook's various pay-for-performance services simply and effectively to their network of hotel owners."

About OpenBook

OpenBook elevates a hotel's profit by generating more bookings via the following success-based fee services:

- Website design -- property websites search engine optimized for Google searchers
- Hotel marketing -- pay-per-click advertising and strategic linking campaigns
- Online booking tools -- hotel bookings from website, Expedia, and GDS
- Purchasing services – portal with discounted products and services

OpenBook has delivered services to independent hotels based on a unique success-only fee, assuring deep alignment with client needs. The company has grown to serve hundreds of hotels since its founding in 2003 by hotel owner and software executive Zack Paul and vertical industry technology expert Dudley Chapman. To learn more about the hotel reservation software, hotel marketing, or property websites, visit www.OpenBookit.com.

About Hotel Brokers International

Hotel Brokers International, with more than 75 hotel brokerage specialists, is the world's leading hotel sales organization. Celebrating more than 50 years of successful hotel real estate transactions, the organization annually accounts for the largest share of mid-market hotel sales in the United States. The organization's database currently comprises more than 150 property listings and the HBI website attracts more than 30,000 monthly site visitors from approximately 40 different countries. Founder and host of the popular Hotel Investor's Marketplace, HBI also developed the Certified Hotel Broker designation program and publishes *TransActions Recap*, the industry's leading source of hotel real estate sales data. In addition to broker services, HBI offers affiliate membership to professionals in allied fields, including franchising, lending, appraisals and investment services. For more information about HBI's hotel listings or to become a broker or affiliate member, visit www.hbihotels.com.

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