



FOR IMMEDIATE RELEASE

VOILÀ APPOINTS NEW EXECUTIVE

NEWPORT BEACH, CALIFORNIA – February 20, 2008 – VOILÀ Hotel Rewards, the first global, point-based frequent guest programme specifically created for independent hotel companies, is pleased to announce the appointment of Mr. Gabi Kool to the position of Senior Vice President and Managing Director.

VOILÀ Hotel Rewards is a ground-breaking, new loyalty programme, bringing together a worldwide network of independent four and five-star hotels of different brands and independent properties under a single umbrella. In addition to earning points for eligible spend and redeeming for complimentary night stays and room upgrades at participating hotels, VOILÀ members will also enjoy special perks, such as member-only room rates, special welcome amenities, instant recognition, pre-arrival room preparation based on hotel preferences, and airline mile exchange opportunities.

“We are thrilled to have Gabi lead VOILÀ Hotel Rewards,” said Mokhtar Ramadan, CEO for VOILÀ Hotel Rewards. “Over the course of Gabi’s career, he has accumulated an impressive depth of experience with loyalty and marketing programmes, as well as substantial expertise in leveraging established network strength. This is an exhilarating growth period for VOILÀ Hotel Rewards, as we prepare to launch the programme at hundreds of properties and more hotel groups are turning their attention to us with interest. I’m sure VOILÀ and its clients will benefit from Gabi’s insights and leadership.”

“VOILÀ Hotel Rewards is certainly a unique product that has captured my interest and excitement,” said Gabi Kool. “I am very energized by the VHR concept, the company’s extensive global infrastructure and the robust technology behind it. VHR has ambitious growth objectives that I am committed to deliver. I look forward to working with VOILÀ’s executive and operations team to build on the programme’s momentum.”

Kool brings to VOILÀ a wealth of experience in the loyalty space. Most recently, Kool held the position of Executive Vice President with Carlson Marketing in Asia Pacific. During his six-year tenure, Kool was instrumental in Carlson Marketing’s entry into China, and also led Carlson’s large scale involvement in the Beijing 2008 Olympics and Shanghai World Expo 2010, supporting many of the world’s leading sponsor brands such as Kodak and UPS with their hospitality programs.

As Carlson’s Global Airline expert, Kool was responsible for leading the agency’s global airline vertical, supporting ten of the world’s leading frequent flyer programs in the areas of strategy, data mining, marketing communications, operations and IT. As the lead in Asia Pacific for Carlson’s Strategic Account Management project, Kool also leveraged Carlson’s global leading position in the marketing (Carlson Marketing), travel (Carlson Wagonlit Travel), and hospitality industries (Regent hotels, Radisson hotels, Park Plaza among others) to the benefit of Carlson’s client base.

Before joining Carlson in 2002, Kool was in charge of the development of KLM Royal Dutch Airlines' frequent flyer programme, 'Flying Dutchman', while working for the Dutch airline in Amsterdam. Kool is a graduate of the Carlson School of Management Executive Leadership Program at the University of Minnesota, as well as an Alumnus from INSEAD University and Vrije Universiteit Amsterdam.

Kool will be joining VOILÀ as of March 1, 2008, and will be based in London, England.

ABOUT VOILÀ HOTEL REWARDS (VOILÀ)

Headquartered in Newport Beach, Southern California, VOILÀ is the first and only points-based, guest loyalty programme built specifically for a global alliance of independent hotels and small groups. VOILÀ is operated by Hospitality Marketing Concepts (HMC), a global company with offices in more than 50 countries in North America, Central/South America, Europe, Middle East and Asia. VOILÀ has a launch portfolio of over 400 hotels, including Husa Hotels, Diagonal Hotels and Coral Hotels & Resorts. More information about VOILÀ may be found on the company's website www.vhr.com or by contacting Peter Gorla, Vice President of Marketing at 949-833-8000 Ext. 218 or via email at peter@vhr.com.