



## **HMC USES RIGHTNOW ACROSS 50 COUNTRIES TO PROVIDE PREMIUM HOTELS WITH EXCEPTIONAL CUSTOMER EXPERIENCES**

### **Leading Provider of Customer Loyalty Programs for the Hospitality Industry Delivers Top-Tier Service with RightNow Solutions**

**BOZEMAN, MONT. (February 12, 2007)**—RightNow<sup>®</sup> Technologies (NASDAQ: RNOW) today announced that Hospitality Marketing Concepts (HMC), a leading provider of customer loyalty programs for the hospitality industry, is using RightNow solutions in 50 countries and 10 languages. HMC uses RightNow to provide its clients, which include the world's leading hotel brands, with extremely responsive service that meets the highest standards of professionalism and courtesy.

"RightNow provides an exceptionally powerful and flexible system for delivering a superior customer experience," said Mokhtar Ramadan, CEO at HMC. "Our implementation of RightNow will help us achieve even higher program renewal rates and improve our ability to help our hospitality clients strengthen their customer relationships."

In addition to providing customer service for hundreds of thousands of paid membership loyalty program members, HMC's decision to implement RightNow was made in part by its introduction of Voil  Hotel Rewards, a new points-based guest loyalty program. HMC needed to bolster its technology environment to handle increased activity. RightNow's on demand delivery model enabled HMC to link all of its employees around the world through a single system without making costly investments in IT infrastructure. With RightNow, HMC is managing customer experiences across all geographies and all communication channels: voice, email and web. HMC is also integrating RightNow with its internally developed customer relationship management (CRM) application, to give its service representatives worldwide full visibility into all the customer data they need to quickly and effectively answer questions and resolve issues.

#### **About HMC**

Headquartered in Newport Beach, Southern California, HMC is the leading provider of travel industry paid consumer membership and database management programs. HMC provides services to more than 1,000 full-service hotels worldwide. A selection of clients includes InterContinental, Le Meridien, Starwood, Ritz, Shangri-La, Mandarin Oriental, HUSA, Orbis, Raffles and Swissotel. HMC is a global company with offices in more than 70 countries including Italy, France, Spain, Poland, Portugal, Australia, Singapore, Hong Kong,

China, UAE, Egypt, Venezuela, Brazil, Canada, United Kingdom and United States. More information about HMC may be found on the company's website <http://hmc.clubhotel.com>.

**About RightNow Technologies**

RightNow (NASDAQ: RNOW) delivers the technology solutions and services organizations need to cost-efficiently deliver a consistently superior customer experience across their frontline marketing, sales and service touch-points. More than 1,700 corporations and government agencies worldwide depend on RightNow to achieve their strategic objectives and better meet the needs of those they serve. RightNow is headquartered in Bozeman, Montana. For more information, visit [www.rightnow.com](http://www.rightnow.com).

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