

Press Release

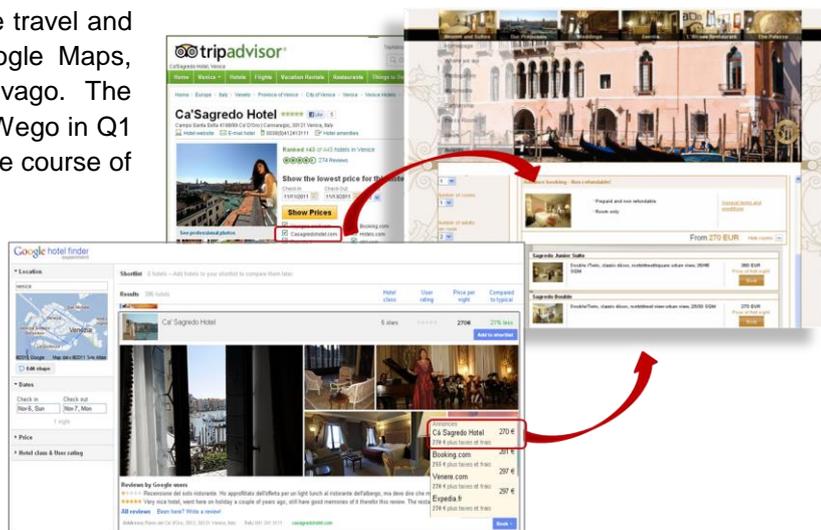
New: FastBooking Direct Link brings Internet users closer to the hotel's official website

Direct Link is a FastBooking exclusive and a worldwide innovation for independent hotels and independent hotel groups. A single click on the 'check rates' button brings Internet users from worldwide partner sites to a special page on the official hotel website displaying the results of the web user request from the partner website. FastBooking Direct Link debuts with Google (Google Maps, Google Hotel Finder), TripAdvisor and Trivago.

Paris, France and Johannesburg, South Africa —November 22, 2011—FastBooking, one of the world's leading online e-marketing and online technology solutions providers for the hospitality industry, announces its newest service, **FastBooking Direct Link**.

FastBooking Direct Link debuts with long-time travel and price comparison site partners Google (Google Maps, Google Hotel Finder), TripAdvisor and Trivago. The service is scheduled to extend to Kayak and Wego in Q1 2012 and continue to build momentum over the course of the coming year.

"Direct Link is completely in line with our key promise: increasing hotel direct bookings," says Jean Louis Boss, FastBooking Vice President, Marketing. "Direct Link gives independent hotels and groups critical visibility on travel and price comparison sites when Internet users are searching for accommodations. The hotel benefits from increased traffic on its official website, greater potential for bookings and profit, and the very real advantage of 'owning the relationship' with the customer."



The Direct Link program extends the hotel's brand visibility to a global customer base with high purchasing power. "FastBooking Direct Link is a first for independent hotels and an opportunity to significantly increase their direct online sales," says Jean Charles Lacoste, Vice President Account Management, TripAdvisor.

Partner websites link to a dedicated landing page on the official hotel website using XML connectivity. This landing page *displays the results of the request made by the web user on the partner site*.

“We estimate that FastBooking Direct Link highlights the official hotel website and the hotel’s availability to a combined total of more than 100 million unique, qualified visitors each month on the partner sites,” continues Jean Louis Boss.

FastBooking Direct Link is the newest service available through FastBooking Hotel Traffic Builder, a program featuring customized SEM promotion campaigns to increase hotel visibility and direct online bookings.

Press Contact

Deborah Gallin

dgallin@fastbooking.com

+33 (0)1 44 71 88 83

About FastBooking

Since 2000, FastBooking has been the preferred partner to hotelkeepers worldwide, driving more visitors to hotel websites and converting these visitors to direct bookings. FastBooking products and services optimize a hotel’s business by maximizing highly profitable direct website bookings, then rationalize inventory and pricing across all online sales channels. The company even optimizes business through legacy GDS/IDS with a cost effective service.

Headquartered in Paris with subsidiaries in Italy, USA, Singapore, Japan and India, the company has E. de Rothschild as its anchor investor. It employs 200 persons worldwide and has gained the trust of more than 6,500 hotel clients.

For more information, visit the FastBooking corporate website at www.fastbooking.net

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