



Press Release

FastBooking Engine Lux Takes Hotel Online Booking to the Next Level

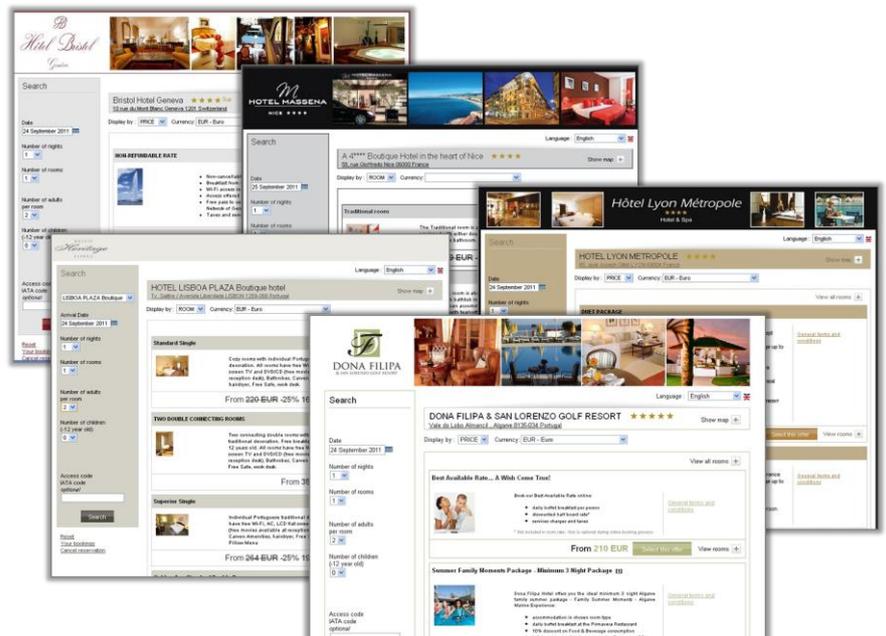
FastBooking unveils exciting new features for hoteliers and their customers in the industry-leading FastBooking Engine. The FastBooking Engine is already recognized for supplying the highest conversion rates. Now, flexible offer displays--a world-wide exclusive to FastBooking Engine Lux, the next generation interface--let users toggle between 'Display by' based on price or room type. This improves purchasing decisions without changing the existing booking flow to maintain high conversion rates.

Paris—September 19, 2011—FastBooking, one of the world's leading online solutions providers for the hospitality industry, announces general availability of the recently released **FastBooking Engine Lux**. This new front end enhances customers' online booking experience and offers new options to better fit the hotelier's needs, in particular those of the luxury hotel market.

The same proven technology with a contemporary design

FastBooking Engine Lux is built on the same robust, high performance online booking technology as the company's time-tested FastBooking Engine Classic.

- 30 languages and 62 currencies for users to select from when making their reservations.
- Four step booking process.
- Multiple rooms bookings for separate dates at the same time.
- Industry record conversion rate.
- Lightening speed display of rates and availabilities.
- Advanced reporting tools to keep track of your Key Performance Indicators.



Particularly attractive for luxury properties

The contemporary, clean design gives FastBooking Engine Lux a modern look and feel. The interface offers greater branding flexibility, a feature particularly attractive for luxury hotels for which the visual aspects of the booking funnel must be in strict alignment with the hotel's image. Information is attractive, easier to understand and easier to navigate. Clear room and rate descriptions mean faster decision making for website visitors and increased conversion for hoteliers.

The improved user experience leads to higher revenues

FastBooking Engine Lux includes a number of sophisticated tools to help users make their buying decision and hoteliers increase online bookings.

Flexible Offer Displays

- Exclusive to FastBooking Engine Lux.
- Users choose how much or what kind of information is relevant to them (without changing the existing booking flow to maintain high conversion rates).
 - Users can toggle between 'Display by' based on price or room type depending on the criteria that are most meaningful to them.
 - Hoteliers can choose to set 'Display by' with their traditional reference 'price'.

Rich content descriptions

- Interactive displays improve understanding and decision-making.
- Clear room rate descriptions mean faster decision making.
- The new mapping function offers more detailed information about the hotel.

Intuitive path for multiple room reservations

- Fast and intuitive multiple room reservation sequence
- Encourages booking and results in increased ATP and increased revenue.

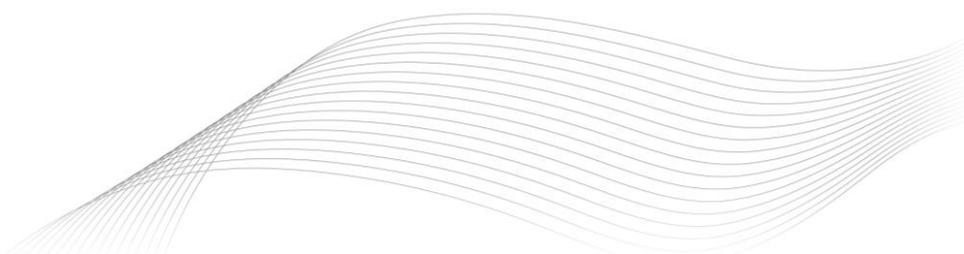
Adoption of FastBooking Engine Lux by FastBooking hotel clients has been strong. Among the first hotels to migrate to the interface are the Hotel Bristol (www.bristol.ch), Hotel Heritage (www.heritage.pt), Hotel Masséna (www.hotel-massena-nice.com), Dona Filipa Hotel (www.donafilipahotel.com) and the Hôtel Lyon Metropole (www.lyonmetropole.com).

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About FastBooking

Since 2000, FastBooking has been the preferred partner to independent & chain hotels worldwide, driving more visitors to hotel websites and converting these visitors to direct bookings. FastBooking products and services optimize the hotel's business by maximizing highly profitable direct website bookings, then rationalize inventory and pricing across all online sales channels. The company also optimizes business through legacy GDS/IDS as well as call center solutions.

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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