

Press Release**Prince Hotels and Resorts partners with FastBooking for website creation and related services, and e-marketing.**

Paris, France and Tokyo, Japan—October 18, 2012—FastBooking, one of the world’s leading e-marketing and online technology solutions providers for the hospitality industry, welcomes **Prince Hotels and Resorts**, one of Japan’s most prestigious hotel brands, as one of its newest clients in Japan. FastBooking is building new websites for the group’s 40 Japan-based hotels, providing visibility-building services via its Traffic Builder programs as well as other e-marketing services.

“We are extremely proud to have earned the trust of Prince Hotels and Resorts,” says Henry Teng, FastBooking Asia, Managing Director

FastBooking produces hotel websites based on industry best practices – “be visual, simple, and informative” – The sites are truly user-oriented and, together with the high-conversion FastBooking Engine, maximize direct online revenues.

Prince Hotels and Resorts’ English-language websites are going live in early October and will be followed in winter by sites in Chinese and Korean. Among the offers to be highlighted on the websites is “Prince Basic”, which guarantees the best rate* for reservations made on a Prince Hotel’s official website>(*The conditions must be the same on the official website as any other travel site at the time of reservation: Hotel name, Guest room type, Amenity, Bed type, Arrival date, Departure date, The number of person in 1 room, The time of check-in and check-out, Payment method, Cancellation policy, etc.)

Prince Hotels and Resorts will benefit from traffic building activities designed to channel visitors to the hotels’ official websites. In addition to e-marketing campaigns, the hotels will be visible on FastBooking distribution websites (FastBooking.com and worldwide destination websites), FastBooking partner websites as well as the major international tourism and travel websites.

“We work hand-in-hand with our clients to ensure their success and maximize net revenue through direct bookings,” says Henry Teng. “We are looking forward to a fruitful partnership with Prince Hotels and Resorts.”

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 iCRS increases the hotel’s net revenue by maximizing highly profitable direct website bookings and by rationalizing inventory and pricing across all online sales channels as well as a state-of-the-art GDS/IDS service under the FG code.

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 7,000 hotel clients.

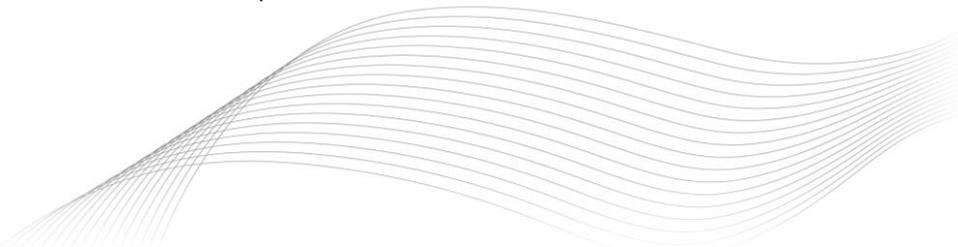
For more information, visit the FastBooking corporate website at www.fastbooking.net

About Prince Hotels and Resorts

Prince Hotels, Inc. was established in 1956 by the Seibu Group's core business Seibu Railway Co., Ltd. to manage its Prince Hotels located in the Tokyo metropolitan area.

Today Prince Hotels offers facilities and services ideally suited to cosmopolitan Tokyo such as the Takanawa Prince Hotel (now the Grand Prince Hotel Takanawa), the Akasaka Prince Hotel (now the Grand Prince Hotel Akasaka) and the Tokyo Prince Hotel (built in time for Japan's inaugural Tokyo Olympics). Prince Hotels launched its first overseas hotel in 1974 with the Toronto Prince Hotel in Canada, and went on to establish a major tourism route to Hawaii with the opening of the Mauna Kea Beach Hotel, the Hawaii Prince Hotel Waikiki and the Hapuna Beach Prince Hotel.

Looking to the future, Prince Hotels and Resorts intends to consolidate its extensive network of city hotels, resort hotels, golf courses and ski resorts in order to provide facilities and services which meet



the needs of guests in a manner befitting one of Japan's largest hotel leisure businesses. The group will also keep striving to remain in step with society through environmentally-friendly sound management.

For more information, visit Prince Hotels and Resorts website at <http://www.princehotels.com/en/>

FastBooking is a registered trademark of FastBooking. Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and names or their products. FastBooking disclaims any proprietary interest in trademarks and trade names other than its own.

