

FOR IMMEDIATE RELEASE

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ResortSuite Connect to Provide Personalized Guest eMarketing Solution

Toronto, ON - ResortSuite, a leading provider of integrated, guest-centric hospitality management software solutions, is pleased to introduce ResortSuite Connect, a pivotal eMarketing solution developed to improve online communication between operators and their guests. Hotels, resorts, spas, golf courses, ski resorts and clubs will have the power to capture valuable guest information, preferences and activity from ResortSuite's single database to generate targeted email messages that are timely, personal and measurable.

ResortSuite's integration with ExactTarget, a leading global provider of on-demand email marketing and interactive marketing solutions, allows users to send triggered messages to individual guests instantly. Triggered message types include, confirmations, reminders, cancellations, and surveys. Targeted campaign communications to groups of guests are also executable using ResortSuite's built-in Marketing Campaign Wizard which pulls guest information enterprise-wide to produce targeted subscriber lists. Social forwarding capabilities within ExactTarget also give operators the ability to control how company messages are shared across various social networks such as Facebook and Twitter.

"By harnessing the power of ExactTarget's interactive marketing technology, ResortSuite provides the hospitality and leisure industry a single solution to streamline and automate interactive marketing messages in real time," said Tim Kopp, ExactTarget's chief marketing officer. "With this single integrated solution, we've created a powerful way for marketers to deliver the right message to the right customer at the right time."

"We are very excited about teaming-up with ExactTarget to bring ResortSuite users this extremely powerful eMarketing solution," stated Frank Pitsikalis, ResortSuite Founder & CEO. "Providing operators with the ability to reach their guests automatically through compelling email messages and social media platforms continues to crystallize the power and potential of ResortSuite's integrated design to enhance the guest experience even further."

About ResortSuite:

ResortSuite is a sophisticated and fully integrated guest-centric hospitality management software solution developed specifically for hotels and resorts, boutique hotels, spas, clubs and leisure operations, and their multi-faceted areas. The ResortSuite solution is built on an Oracle database and includes the following specialized modules: **PMS, SPA, CATERING, F&B, GOLF, SKI, CLUB, RETAIL, CONCIERGE**, and **WEB**. All modules oversee the areas of an operation in parallel but share common core capabilities, creating a guest-centric integrated hospitality management solution. ResortSuite prides itself on delivering exceptional support and forging strong business relationships with its clients and partners and was awarded *Hotelier Magazine's* 2005 Supplier of the Year Award. For more information on the ResortSuite solution, please visit www.resortsuite.com.

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