



For Immediate Release

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Open Hospitality and InnLink join in a new partnership to address complete Internet solutions for hotels.

Open Hospitality and InnLink Central Reservation Services have put customer requirements ahead of competitive differentiation in their offerings to hoteliers. The two companies have announced a partnership to provide complete hotel Internet solutions.

“Open Hospitality’s focus is driving Internet reservations to our client websites and creating new revenues through e-marketing. Joining with InnLink we now provide GDS and OTA connectivity to expand a hotel’s Internet presence. Visibility on these channels drives both direct bookings and GDS/OTA bookings so it’s a win-win-win,” stated Chris Wichers, Executive Vice President, Open Hospitality, “Now hotels have a unified solution from companies that team up for their benefit.”

Customers have embraced the relationship in the early stages with new contracts having been signed in the first several weeks.

“InnLink and Open Hospitality jointly agree Customer Service is paramount in our industry,” stated Kristin Intress, President, InnLink, “Together we can provide a comprehensive solution for hotels in today’s competitive environment. Open has also provided InnLink with Web Design and Marketing solutions for our clients. Ultimately, working together benefits our customer’s reservation volume and that is the real win in this relationship.”

To find out more about a complete internet solution to drive reservation volume, you can contact InnLink at 800-525-4658 or Open Hospitality at 212-989-7227.

About InnLink, LLC



Founded in 1991, InnLink specializes in the processing of reservations for hotels and hotel companies using vLINK: comprehensive private-label voice reservations; eLINK: electronic connectivity for GDS and OTA reservations; iLINK: an integrated private label Booking Engine; gLINK: Group Reservation Services; ONtarget Revenue Consulting: Revenue Management Consulting and Marketing Programs and RESmatrix: Customer Tools for Data, Rate and Inventory Management. InnLink maximizes channel-managed, reservation revenue streams for over 3,000 hotels, resorts, inns, B&Bs, condominiums and extended-stay properties.

To learn more about InnLink's products and services visit www.innlink.com or contact Pam Walrond, Director, Marketing at 615-264-8087 or pam.walrond@innlink.com.

About Open Hospitality



Open Hospitality delivers a wide array of strategic online marketing solutions and accommodation booking options. The award-winning Internet marketing company focuses exclusively on hotels and hospitality verticals. The company helps independent hotels, groups and chains to raise online visibility build market share and increase online reservations. Open Hospitality designs websites optimized for major search engines and creates high-impact email marketing campaigns. Its diverse client base of over 600 hotels in 38 countries includes some of the most renowned names in the hotel industry, including Helmsley Hotels in New York, Empire Hotel Group, Blakes Hotel in London, Warwick Hotels International, Graves Hospitality and Noble House Hotels among others. The company is headquartered in New York and has offices in major cities including London, Los Angeles, Las Vegas, phoenix, San Francisco, Anaheim, Miami and Dallas.

For more information visit www.OpenHospitality.com or call: (212) 989-7227.