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CCRA International Hotel Partners Exceed 26,000 in 2008

Agoura Hills, CA -- CCRA International, Inc. (CCRA), an online supplier of negotiated hotel rates to the travel agent market, announced today unprecedented growth in its CCRA Hotel program, signing over 26,000 hotel partners in 2008. Included among the CCRA Hotel Partners are major international chains offering luxury as well as value brands, and individually owned properties worldwide.

The inventory of CCRA hotel partners increased another 30% since the participation of 20,000 hotels was reported in December 2007. CCRA now represents hotels in more than **6,400 cities** across **148 countries**. The variety of properties includes **570 luxury hotels** located in 291 cities, and over **2,100 extended stay hotels** located worldwide. The hotels' rates are distributed by CCRA to the travel agency market through the proprietary CCRAtravel.com booking portal, and through the online Global Distribution Systems (GDS) traditionally used by travel agents to book travel services, under the CCRA rate code.

"CCRA provides a direct marketing channel for travel supplier partners to extend their sales reach to over 22,000 travel agencies," said Dic Marxen, president and CEO of CCRA International. "Our partners gain the online booking engine participation and preferred partner affiliation needed to reach agencies and independent home-based travel agents." CCRA has provided a travel agent rate program for over 14 years, and is a contracted preferred supplier to seven travel agency consortia and associations.

CCRA hotel partners offer a guaranteed best available rate and service guarantees for travel agents, such as access to book the last available rooms after inventory is closed to the other online providers. "Travel professionals' access to last room availability and block space is a valuable service to corporate and leisure travel clients," stated Marxen.

CCRA International, Inc. is a wholly owned subsidiary of Reservation Center, Inc. CCRA is a travel industry marketing and distribution channel, matching travel suppliers with travel agents for over 14 years, maintaining contractual relationships with such consortia as Vacation.com, ASTA, Cruise Shoppes, IT Group, NACTA, OSSN and WESTA, as well as independent agencies. www.ccrainternational.com

Reservation Center, Inc. is a privately held corporation that has offered 24/7 call center services for the travel industry since 1974 and added hotel marketing services in 1993 under its CCRA brand. www.reservationcenter.net