

HEDNA Confirms Keynote Speakers for 2005 Conference in San Francisco, CA: Forrester Analyst Henry Harteveltdt and Marty Pfinsgraff, COO, iJet

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The upcoming Hotel Electronic Distribution Network Association (HEDNA) 2005 winter Conference, taking place 4-6 December at the Grand Hyatt San Francisco in San Francisco highlights respected keynote speakers, channel measurement, global travel industry trends and statistics, and timely, interactive sessions surrounding Global Distribution Systems (GDS), Internet Distribution Systems (IDS) and the HEDNA endorsement of the recent NBTA white paper pertaining to corporate rate loading .

As the only travel conference created exclusively for the electronic distribution industry, by industry executives, HEDNA stands out as the most comprehensive source of information and upcoming trends that affect this arena and influence the electronic distribution world.

Leading the Worldwide Travel Industry practice at Forrester Research, HEDNA's opening keynote presenter is Henry H. Harteveltdt, Vice President, Forrester Research. Mr. Harteveltdt advises Forrester clients on both industry and consumer trends that raise challenges or present opportunities to the travel industry, so they can stay ahead of rapidly evolving needs and preferences. Mr. Harteveltdt has been a keynote speaker at past HEDNA Conferences and received high accolades from attendees.

As Closing Keynote speaker, HEDNA attendees will hear Marty Pfinsgraff, Chief Operating Officer, iJet address risk assessment in an online world. Mr. Pfinsgraff served as President of Capital Markets at Prudential Securities as a member of the firm's Board of Directors. He brings over 20 years experience in international finance, investments, and capital markets to iJET. He holds an MBA from Harvard Business School, and is a Chartered Financial Analyst. iJET is a leader in enterprise risk management technology and integrated crisis response services, with diverse and experienced intelligence analysts who work around the clock to monitor changing conditions worldwide and deliver timely, actionable intelligence and risk assessments to clients.

'As HEDNA continues to keep its members current on how technology is transforming the way the hotel industry does business, we are very excited to have both of these industry visionaries address our Conference attendees. Both Mr. Harteveltdt and Mr. Pfinsgraff share a wealth of experience, knowledge and passion for today and tomorrow's travel industry', says HEDNA President Jimmy Suh.

Dr. Lalia Rach, Associate Dean and Director, Tisch Center for Hospitality, Tourism, and Sports Management, New York University, will serve as Conference Moderator for Monday's panel discussions and will lead discussions on the future of the online agencies, dynamic packaging and developments in the corporate rate-loading arena. Dr. Rach is a nationally recognized tourism educator and internationally recognized speaker. She is Director of one of the world's most distinguished hospitality programs and is a frequent contributor to travel industry activities.

Other highlights at the Conference are panel discussions that allow panelists and the audience to tackle the industry's hottest issues:

- œ The Evolution of the Online Agencies
- œ GDS Presentations - Reinventing the GDS and Their Role in Distribution
- œ Maximizing Corporate Bookings Through Electronic Channels with emphasis on the HEDNA endorsement of the recent NBTA white paper on corporate rate loading.
- œ Dynamic Packaging - Packaging Your Product to Maximize Distribution
- œ Distribution in a Shrinking Global Environment
- œ Channel Measurement for the International Distribution Marketplace
- œ Group and meeting online booking technologies

HEDNA Vice President Tiffany Topcik remarked, 'The Conference will discuss substantial trends that affect everyone in the hotel electronic distribution industry. The topics will compliment the 2005 Series of White Papers that HEDNA has published on managing distribution over multiple channels, content management, dynamic packaging, and travelsearch.

For more information on HEDNA's December 2005 Conference, visit www.hedna.org or email hgallacher@hedna.org or call +1 703-970-2052.

About HEDNA

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems

and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 703 970-2052 or by visiting www.hedna.org.

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