

Passkey Unveils Smart Alerts, World's First Event Alert System

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E-mail Alerts Take Management of Group Hotel Reservations to the Next Level

Passkey, the worldwide leader in online group reservations, today announced it has launched Smart Alerts(TM), the world's first event alert system. Smart Alerts is an innovative system that automatically delivers vital event information via email to Passkey users at critical event milestones. With Smart Alerts(TM), Passkey customers can track and manage their events with great ease, allowing them to maximize the revenue and return on event housing investment.

'We are thrilled to be the first company in the industry to offer this innovative technology,' said Greg Pesik, President & CEO of Passkey. 'E-mail is the most ubiquitous communication tool and by taking advantage of its widespread use, we are able to make Passkey even more useful and user friendly. The reception that we have received in our marketplace to date has been extraordinary.'

Passkey is launching two types of Smart Alerts, 'Alerts' and 'Updates,' with several more under development.

œ Alerts: Alerts are sent out automatically as soon as certain user-specified event conditions are met, such as whenever 'an event block night is at least 85% full'. A critical capability is that Passkey users can configure an unlimited number of Smart Alerts for each event and provide an unlimited number of recipients per Smart Alert.

For example, a hotel user may schedule a Smart Alert to be sent out to hotel staff as well as to the event's meeting planner, alerting them on a weekly basis of event block and pick up status. Smart Alerts bring tremendous value to Passkey users by delivering critical information at the right time to the right people--those involved in managing event housing. This ability helps these individuals manage their event hotel blocks and reservations for maximum revenue, yield and return, while minimizing labor costs and attrition risks

œ Updates: Updates allow users to receive critical event information, such as block and pick-up status, via email on a regularly scheduled basis, such as weekly, monthly or daily.

'When we first heard Passkey was working on this technology, we were thrilled,' said Melanie Hunt, Boston Marriott Copley Place. 'With business booming year round, rooms can sell out with virtually no warning or notice. Using Passkey, I now have the ability to know which blocks are most popular and when we need to add more rooms, all before it is too late. This ability allows us to maintain our stellar level of customer satisfaction.'

Passkey Smart Alerts(TM) also feature:

- œ The ability to create default Smart Alerts that are automatically added to each event
- œ The ability to send Smart Alerts to any e-mail address
- œ Unlimited number of Smart Alerts per event
- œ Unlimited recipients per Smart Alert
- œ An easy-to-use graphic interface to manage Smart Alerts

About Passkey

Passkey is the worldwide leader in online group reservations. The Boston-based technology company offers event planners and providers a powerful web-based application to optimize group hotel reservations. The heart of the Passkey system is an innovative online booking engine that lets group attendees make and manage their hotel reservations online in the contracted group block, while allowing event planners and hotels to access real-time reports and event information. Offered as an onDemand solution, Passkey delivers benchmark speed, security and scalability.

The Passkey-enabled global network consists of over 85% of major U.S. Convention and Visitors Bureaus (CVBs), as well as thousands of hotels, trade associations, corporate meeting planners, and meeting management companies. Passkey investors include Lazard Technology Partners, and DRV Investments, LLC.

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