

Lanyon Names HEDNA President to Lead Sales and Marketing Activities

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Tiffany Topcik, former Vice President, Hotel & Supplier Relations for ABC Corporate Services and current President of HEDNA, joins leading content distribution technology provider

Lanyon, Inc., (www.lanyon.com) a leading content distribution technology provider to the hotel industry, announced that it has named Tiffany Topcik as Senior Vice President. In her role, she is responsible for Lanyon's sales and marketing efforts in North America, and will play a key role in the product direction for the company.

Topcik is a leading figure in the industry and has specialized in travel agency marketing and distribution for the last 15 years. Recently, as Vice President of Hotel & Supplier Relations for ABC Corporate Services, Topcik was responsible for Product Management of ABC's suite of products and services, including the acclaimed Premier Hotel Program, technology partnerships, other supplier business development, and played a prominent role in product strategy. Prior to this, Topcik was Director, Global Hotel Programmes for BTI Americas and USTravel.

A distinguished member of the industry, Topcik has spoken at various industry events and participated on several advisory boards, on behalf of both ABC Corporate Services and HEDNA (the Hotel Electronic Distribution Network Association), the latter of which she currently serves as President.

'I am extremely pleased to be joining such a successful, dynamic and respected company,' said Topcik. 'Lanyon continues to expand its customer-focused content distribution solutions, and has recently launched a strong suite of travel procurement solutions including RFPControlCenter, a hotel RFP management tool oriented towards the corporate marketplace.'

'This is an exciting time for Lanyon,' commented Todd E. Tyler, Lanyon's President and CEO. 'Not only have we expanded our team, we have done so with one of the most widely-recognized industry experts.'

Topcik may be reached, by phone at +1-847-224-0153 or by email at Tiffany.Topcik@lanyon.com.

About Lanyon, Inc.

For 22 years, Lanyon has been delivering exceptional content distribution technologies to the travel industry. Today, Lanyon is the recognized leader in Content Management Solutions for the global hotel industry. From its early success with GDS publishing and productivity tools to its RFP solutions for hotels, consortia and corporations, Lanyon solutions are used globally to reduce data management costs and effectively manage and distribute hotel content.

Established in 1984 and headquartered in Dallas, Texas, over 40,000 hotel properties and 125 hotel and corporate housing brands now use Lanyon for their GDS connectivity, content, and RFP management.

www.lanyon.com.

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