

Newmarket International and Wide Computer Systems Ink Deal

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Increasing Demand for the Delphi(R) Sales Advantage Sparks Reseller Agreement in the Middle East

Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry, today announced a reseller agreement with Wide Computer Systems. Newmarket has seen a significant demand in the Middle East for its leading group sales and catering software solutions. With the increasing need for its solutions and the rapid hotel construction in the Middle East, especially the Dubai region, Newmarket is strengthening its local presence. Wide Computer Systems, a leading solution provider for the hospitality industry in the Middle East, will bring a regional expertise and deep relationships in the domestic market to Newmarket.

'It's a natural evolution for Newmarket to form this reseller agreement with Wide Computer Systems at this time,' said Steve Lambert, Managing Director International at Newmarket International, Inc. 'The two companies already have great synergies, having successfully closed several deals together in the Middle East. Wide has the exact criteria we were looking for in the region, both a deep knowledge of the hospitality industry and of technology.'

To date, Newmarket's Delphi Sales Advantage is utilized by many Middle Eastern hotels. The solution helps those hotels to automate their sales and catering processes, streamline operations and increase revenues. Based on this success, Newmarket and Wide Computer Systems together will continue to bring powerful, integrated technology solutions to the Middle East.

'We are always looking at making sure that the hospitality industry in the Middle East region gets world class solutions in various areas, and hence it was logical for us to sign up with Newmarket International to promote Delphi and their other offerings. We are very excited about Newmarket's MeetingBrokerSM solution too as we feel it's a much needed solution for the market. The fact that we are one of the first and few reseller partners for Newmarket internationally makes it very special for us,' said Kamal Bhatia, Managing Director of Wide Computer Systems.

Hospitality companies interested in hearing more can set up an appointment with Newmarket International at the upcoming Gulf Incentive Business Travel & Meeting Exhibition (GIBTM) from 8-10 April 2008 in ADNEC, Abu Dhabi, UAE or at Newmarket's own conference in Dubai on May 5th. For a meeting please contact Patrik Wennerland at pwennerland@newmarketinc.com.

About Wide Computer Systems

Wide Computer Systems L.L.C. is a leading solution provider for the Hospitality Industry in the Middle East. Formed in 1998, the company is based in Dubai, UAE, and focuses on providing the Hospitality Industry with some of the worlds leading solution like IDEaS (Revenue Management), Serenata Software, Triton (Guest Services Management) and ShawMan Software (Loyalty and Customer Feedback Management Systems).

About Newmarket International

Newmarket International, Inc. (www.newmarketinc.com) is the leader in delivering sales, group catering and event software solutions to the global hospitality and entertainment industries. Newmarket International's suite of business solutions can be found in hotels, casinos, restaurants, visitor bureaus, stadiums, meeting arenas and convention centers throughout the world. Newmarket International has over 70,000 users worldwide, with over 10,000 installations in over 110 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in Cologne (Germany), London, Shanghai, Singapore and Sydney.

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