

Hospitality eBusiness Strategies Receives 'Official Honoree' Distinction for the 12th Annual Webby Awards in 2008

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Hospitality eBusiness Strategies, (HeBS), NYC has been recognized as an Official Honoree in the Tourism Website category by The Webby Awards, the leading international award honoring excellence on the Web.

HeBS is proud that this distinction is the only one within the hospitality category this year, being acknowledged for work exhibiting remarkable achievement. The 12th Annual Webby Awards received nearly 10,000 entries from over 60 countries and all 50 states.

Official Honoree:

HeBS Client: Cape Eleuthera resort community in the Bahamas

www.capeeleuthera.com

Max Starkov, HeBS' President and CEO, is delighted to receive this esteemed honor, stating that 'this award shows how important a creative, informative and visually appealing website is to the marketing and distribution efforts of a hotel. Our honoree understands the competitive advantages that come from a well executed Internet marketing strategy paired with a strong web presence, allowing them to reach their customers directly and take in more revenues and ROIs that are well above industry average.'

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes David Bowie, Harvey Weinstein, Arianna Huffington, AKQA Global Creative Director Rei Inamoto, Matt Groening, Jamie Oliver, Internet inventor Vinton Cerf, and RealNetworks CEO Rob Glaser.

"As the newest luxury development on Eleuthera Island with one of the largest marinas in the Out Islands of The Bahamas, we are thrilled that we were chosen as an Official Honoree of the Tourism Category in the 2008 Webby Awards, as it showcases the outstanding caliber of our online marketing strategy and honors the quality of our site" said Stephen Kappeler, General Manager of Cape Eleuthera Resort & Yacht Club.

About HeBS

Hospitality eBusiness Strategies, Inc. (HeBS) is the industry's leading Internet marketing and distribution strategy consulting firm for the hospitality and travel verticals. Based in New York City, HeBS has pioneered many of the "best practices" in hotel Internet marketing and direct online distribution. HeBS specializes in helping hoteliers build and enhance their direct Internet marketing and distribution strategy, boost the hotel Internet marketing presence, establish interactive relationships with their customers, and significantly increase direct online bookings and ROIs. The firm brings a unique perspective to the industry, gained through working with over 450 hospitality companies including major brands, independent hotels, casinos, convention bureaus and hotel management companies worldwide. Find out more about HeBS at www.hospitalityebusiness.com or by email at info@hospitalityebusiness.com.

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