

Newmarket Launches Delphi with the Interactive Open Network

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Newmarket launches new version of its leading Delphi sales and catering application

Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry, today announced Delphi(R) with the Interactive Open Network(TM) ('ION'). The newest version of its leading sales and catering application, Delphi with ION improves the 'openness' of a property by creating operational excellence and enabling direct access to customers.

According to Future Watch 2008, RFP technologies were ranked the second highest technology pick by meeting planners. More and more meeting planners are online and dictating a need for fast responses to RFPs in order to win their business. With an integrated lead management system, Delphi with ION gives companies the competitive edge necessary to convert leads to business by enabling a faster response to profitable business. Also, Delphi with ION centralizes the management of leads directly into the sales and catering system being used everyday by the hospitality professional. This integration creates efficiencies and allows users to analyze the business value of each lead. Additionally, Delphi with ION provides the ability to:

View business dashboards that identify, at a glance, demand and need periods.

Receive RFPs directly into the Delphi system and configure the RFP inbox to show the information most important to each user.

Have a consolidated view of all RFPs received from multiple sources.

Evaluate two RFPs simultaneously to determine which business is more profitable.

Not only does Delphi with ION allow for a faster response to leads, it gives companies direct access to thousands of meeting planners with groups and meetings business. Currently, each month Delphi with ION sends 30,000 RFPs from meeting planners to our customers. These RFPs represent more than 240 million dollars in new business each month. Customers who select Delphi with ION will directly connect to those meeting planners booking group business. Channels used by meeting planners and available with Delphi with ION include Cvent, CVBs, PlanIT Online, Starcite and Worktopia.

'Delphi with ION is an open solution that will continue to remove barriers between systems, so technology can enable companies to work smarter, improve profits and drive revenue,' said Sean O'Neill, Chairman and Chief Executive Officer, Newmarket International, Inc. 'The groups and meetings business is a growing segment and a crucial revenue source for a hospitality business. We are helping it become a more connected and interactive part of the business too.'

Delphi with the Interactive Open Network extends the core Delphi sales and catering systems to connect operational systems within a hospitality company. Delphi with ION integrates to leading industry providers of Property Management Systems, Event Management Systems, Revenue Management Systems and Customer Relationship Management applications, among others. By integrating systems, companies will save hours of time and benefit from shared current and accurate business data.

Visit us at HITEC 2008 in Austin, Texas at Booth #1213 to hear about how to get on Delphi with ION and start winning more group business today.

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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