

Newmarket International and Worktopia Enable Direct Online Connectivity Between Meeting Planners and Suppliers

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Newmarket signs Worktopia as its newest MeetingBrokerSM enabled channel partner

Newmarket International, Inc., the leader in sales and catering software solutions for the hospitality industry, and Worktopia, a global reservation system for simple meetings for up to 100 people, announced their partnership today. The partnership will enable booking requests from meeting planners using Worktopia to be distributed directly to those venues with Newmarket's MeetingBrokerSM solution. MeetingBroker, an innovative web-based lead management solution, automates lead distribution, response and management for buyers and suppliers, allowing suppliers to respond faster to leads and win more business.

'Worktopia is pleased to offer its corporate customers the ability to search and book meeting space with direct online connectivity to our partner hotels via MeetingBroker,' said Brian McCabe, Executive Vice President, Business Development, Worktopia, Inc.

Worktopia reaches planners through distribution relationships with online corporate booking tools and procurement systems, travel management companies, conference agencies and direct corporate relationships. The company helps thousands of corporate meeting planners, travel and conference agents book simple meetings for up to 100 attendees. Reports estimate that two-thirds of all meetings have fewer than 50 attendees, and that segment accounts for \$24 billion in spending per year. Now RFPs and leads sent through Worktopia can be immediately distributed to MeetingBroker-enabled venues electronically. Venues can then quickly respond to the opportunity, helping to increase their win percentage.

'Worktopia is a great addition to our portfolio of MeetingBroker channel partners available to our hospitality customers,' said Marty Denning, Business Development Director, Newmarket International, Inc. 'Worktopia is giving our customers access to those meeting planners and corporate buyers wanting to book simple meetings fast. Since data shows that these small meetings typically are booked with less lead time, Worktopia also helps market unsold space.'

Currently, MeetingBroker, with over 3,000 installations worldwide, sends 30,000 RFPs from meeting planners each month. These RFPs represent more than \$240 million dollars in new business a month for subscribing hospitality providers and will continue to grow. With the addition of the Worktopia channel, Newmarket's customers will benefit from greater awareness and converted business in the growing small meetings online market segment.

About Worktopia

Worktopia, Inc. offers meeting procurement solutions that allow meeting planners to search, compare and acquire simple meetings online in hotels, conference centers, business centers and airport lounges in 65 countries. The Worktopia(R) meeting space booking engine can be found at www.worktopia.com, and in private label versions on hotel, airline and other third party web sites. For more information, visit www.worktopia.com.

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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