

## Newmarket International Realizes Record Growth, Expands Operations Worldwide

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Leading hospitality software provider moves into brand new Leadership in Energy and Environmental Design (LEED) building

Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry, today announced its move into a new LEED (Leadership in Energy and Environmental Design) building. With over 500 employees and team members worldwide, Newmarket expanded significantly in the last 5 years. Newmarket's new building will be the first commercial building with this environmental certification in Portsmouth, NH. Developed by Two International Group, the building is located at the Pease International Tradeport. The building move represents Newmarket's commitment to being an environmentally and socially conscious company.

'The new LEED building is not the only method we are pursuing to lessen our impact on the environment. We are taking measures across our entire organization to consider the environment when making business decisions. Being an environmentally aware company is important to us and it's extremely important to our customers that we are as well,' said Sean O'Neill, Chairman and CEO, Newmarket International, Inc.

Newmarket reached several company milestones recently. The company is growing across the globe with primary offices now located in Shanghai, London and Singapore. Newmarket has met great success in the Asia-Pacific region and later this year will expand into a new office in Singapore to keep pace with its growth. In the second quarter of 2008, Newmarket's customer base jumped to over 12,000 installations and its products are now in 75% of the leading hospitality companies globally.

'We have seen significant growth in the U.S. and beyond. We have presence now in over 110 countries and we see the international marketplace as a huge opportunity for Newmarket International,' states O'Neill.

The company's success is due to its leading, innovative industry products and services. Much of its growth is due to the MeetingBrokerSM solution, a web-based lead management tool, which is the only product of its kind. MeetingBroker fills a huge need in the industry for hospitality companies to move online, better understand their customers and generate greater conversions from leads. Currently, MeetingBroker delivers over 30,000 group opportunities each month. The conservative value of this business is in excess of \$600 million. Additionally, Newmarket recently launched Delphi(R) with the Interactive Open Network(TM) (ION), which tightly integrates the leading sales and catering solution with MeetingBroker. The strength of Newmarket's product and services are also bolstered by strategic partnerships and powerful integrations with other industry leading companies and their solutions.

### **About Newmarket International**

Newmarket International, Inc. ([www.newmarketinc.com](http://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 11,000 installations in over 110 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in Cologne (Germany), London, Shanghai, Singapore and Sydney.

*Newmarket is a registered trademark and MeetingBroker is a service mark of Newmarket International, Inc.*

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