

Distinguished International Hotels, Residences and Resorts Chooses Cendyn For Their Interactive Marketing Services

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Distinguished International(R) Hotels, Residences and Resorts has selected Cendyn, a full-service interactive marketing agency and solutions provider specializing in the hospitality and travel industry, to host and manage their corporate website, implement a multiple property booking engine, and increase online visibility for Distinguished International(R) and its properties.

With the recent launch of Distinguished International(R) in December 2007, the brand has experienced solid growth with the addition of The Cranley Hotel in London, two new residences in North Carolina, a multi-phased eco-lodge project in the Caribbean, and numerous prospective members from Europe and North America currently in the works.

Distinguished International(R) will utilize Cendyn's eVisibility(TM) for advanced search engine optimization, pay-per-click and linking strategies, ePresence(TM), Cendyn's award-winning website design services, eBooker(TM) state-of-the-art multiple-property booking engine, and eCMS(TM), Cendyn's premier site editing and content management system.

'To sustain the growth of these past few months,' explains Bill Burruss, president of Distinguished International(R), 'an experienced vendor with the right technology platform is key. The demands of our technology-driven industry are constantly changing, and we needed to work with a company that is forward thinking. Studies keep showing that close to 45% of today's travelers are booking online. And I am sure those numbers will continue to increase. Cendyn's single-platform solution and proven results appealed to us, and their track record is impressive.'

In 2007 alone, Cendyn was recognized by industry peers being awarded nine Adrian Awards and four WebAwards. Among Cendyn's clients: Trump Hotel Collection, Beverly Hilton, Hyatt Hotels & Resorts, Denihan Hospitality, Kessler Collection and Starwood Hotels & Resorts.

'It's exciting to work with a company like Distinguished International(R),' said Robert Magliozzi, Vice President of Integration & Product Sales for Cendyn. 'They have a clear vision and understanding of their constituencies and have an aggressive and targeted marketing plan. Our technology and web marketing expertise will help Distinguished International(R) to drive targeted traffic for their properties and enhance their loyalty and online revenue initiatives.'

About Cendyn



Since 1996, Cendyn has excelled at being a full-service, multi-channel interactive marketing firm specializing in turnkey solutions for the hotel and travel industries. Cendyn has won several prestigious industry awards for its interactive design, innovation and marketing services.

Based in Boca Raton, Florida - Cendyn's products and services are in use by more than 6,000 hotel and travel destinations worldwide. From website creative design and search engine optimization to electronic proposal response and robust CRM systems, Cendyn provides a full suite of products and services that drive business to hotels - all on a single platform. For more information, please visit www.cendyn.com.

About Distinguished International(R) Hotels, Residences and Resorts, LLC



Headquartered out of Rockville, Maryland - Distinguished International (R)Hotels, Residences and Resorts was founded in 2007 by William F. Burruss and Daniel D. Hanley. The Distinguished International(R) brand was formed to develop, manage or market to the North American market, independent and privately owned boutique-style hotels, resorts and residences, offering exceptional first class service and a complete range of upscale amenities with the highest of standards. The Distinguished(R) portfolio collection features stately country homes from the English countryside, private Caribbean island estates, European castles and sophisticated inns, and internationally renowned four season resorts. www.distinguishedhotels.com

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