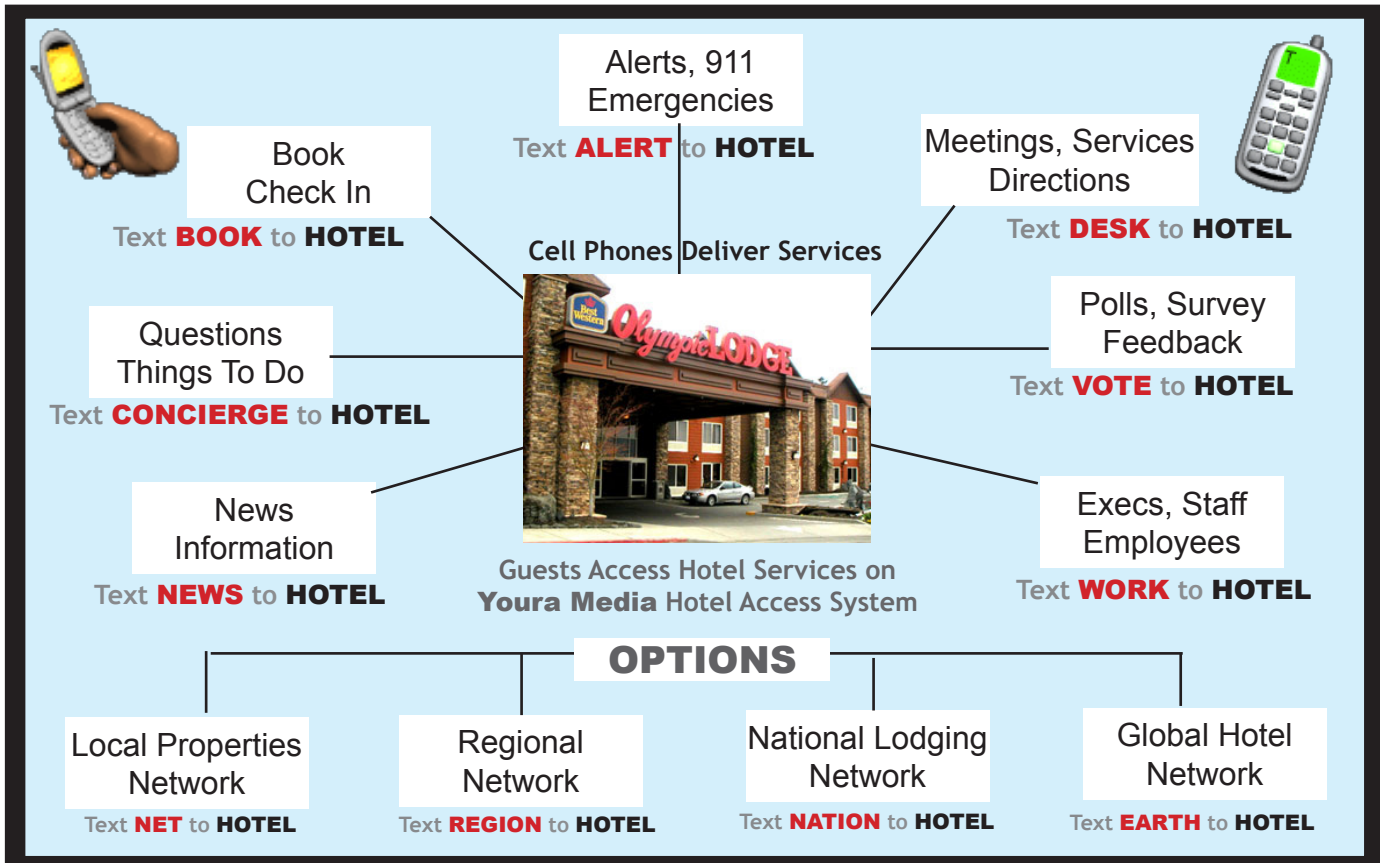


Hotels Tap Services on Cell Phones



Offer OPT-ins on **ALL** services. "Calls to Action" create data base for hotel subscribers

AROUND HOTEL

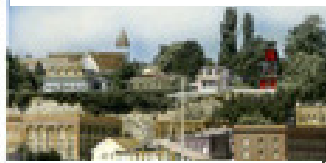
Text **DESK** to **HOTEL**



Billboards

Text **VISIT** to **HOTEL**

TV COMMERCIALS



Text **BOOK** to **HOTEL**

Radio Ads

Text **BOOK** to **HOTEL**

Print Ads

Text **VISIT** to **HOTEL**

