

For Immediate Release

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IQrez – Facebook Application

Harvest the full power of the Internet.

DEERFIELD BEACH, FLA. — **May 18, 2011** — IQware's state of the art booking engine, IQRez, has taken yet another step to provide our partners with the best visibility across multiple channels on the web.

The latest addition to our Online Booking functionality is through the IQrez – Facebook Application. With Social Media becoming more and more popular, and properties using Facebook to further promote their business, IQware has developed the Facebook application to provide another way for you to increase exposure, bookings and revenue.

In addition to guests being able to book live inventory on your website, you now have the ability to allow guests to view and book on your Facebook account.

IQrez-Facebook Features and Benefits

True Facebook integration

IQware's IQrez-Facebook booking engine integrates directly with your properties Facebook page. The booking process stays within Facebook to ensure consumer confidence, yet maintains your brand.

Full PMS integration including real time searching

Inventory, rates, restrictions, etc are all read directly from your local property in real-time. No need to spend countless resources on configuring allocated data!

Integrated promotions page with custom grouping

Special promotions can drive significant revenue for your property. IQrez- Facebook makes the process of communicating specials easy with our customizable promotions page.

Additional services module (optional)

Drive additional booking revenue by selling a la carte items during the IQrez-Facebook reservation process with our additional services module.

Social Sharing Features

Opinions within social circles will often influence the purchasing decisions of your potential guests. To harness the power of social networking, IQrez-Facebook provides an "Ask Friends" feature which allows your potential guests to ask their friends about specials, room types, or about your property in general by posting to their Facebook wall.

Hotel Information

Sell your property using the built-in hotel information section of IQrez-Facebook. Customizable photos and a description of your property are displayed within this option.

Map and Driving Directions

Displays an interactive map and directions to your property.

Google Analytics and Omniture integration

Omniture integration provides your company with compelling data related to which online marketing sources are converting reservations for your property. Did that booking come from Google, the CVB website, or your ad on TripAdvisor.com? We can provide you with the answer!

Identify where bottlenecks might exist related to potential customers abandoning your website prior to booking. Better understand your online sales cycle, most popular specials, conversion statistics, etc.

Secure online booking

Not only can your potential customer browse available accommodations and services in real-time, they can also securely book in real-time from IQrez-Facebook!

DO NOT UNDERESTIMATE THE POWER OF SOCIAL MEDIA!!!

The internet is a crucial component when it comes to making reservations. Social Media has added another critical element for properties to reach potential guests. While people's patterns differ when it comes to making reservations, the vast majority prefer the new technology and the convenience of booking a reservation through the internet. That is why a premier booking engine like IQrez, and its many facets, becomes crucial for your operation.

About IQware

Deerfield Beach, Fla.-based IQware has been "Helping Hospitality Partner With Intelligence SM" for 25 years. Today, more than 5,000 end users utilize IQware software to help best market and manage more than 120,000 rooms generating more than \$3.5 billion in gross room revenue. IQware brings with it more than 300 years of combined experience managing hospitality properties and developing and supporting related software. "Built By Hoteliers For Hoteliers," IQware's Global Property Management System and more than two dozen add-on modules optimize operations at properties of all types – limited- and full-service hotels, resorts, condohotels and timeshares — and all sizes — from regional hotel chains to multi-property management companies to small independents IQware is Your Single-Source Technology Partner through ongoing customized training, user-driven technology development, 24x7 support and lifetime software upgrades. Looking for a competitive edge? Look no further. IQware "Helps Hospitality Better Find, Book, Host, Know & Keep Clients." IQware solutions offer numerous ROI-generating tools including e-marketing, four-tier yield management, Web-Rez, packages, loyalty point etc.,.. Because IQware's Global Property Management System has served as the heart of so many hotel operations for a quarter century, today IQware also can provide the lifeblood for Condo Management, Point Of Sale, Sales & Catering, Online Reservations, Spa Management, Marina Management, Central Reservations System and e-CRM electronic (Customer Relationship Management). IQware takes technology partnering to a new level – just ask our ever-expanding family of clients conducting business in two dozen countries. For more information, visit www.iqwareinc.com or call (877) 698-5151.