

HeBS

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Hospitality eBusiness Strategies (HeBS) and ZDirect Announce Strategic Partnership in eCRM Technology and Solutions

NEW YORK, NY - June 9, 2009. ZDirect, Inc and Hospitality eBusiness Strategies (HeBS) today announced a strategic partnership designed to better serve the hospitality industry. The agreement focuses in the area of electronic customer relationship management (eCRM), and aims to provide hoteliers with a comprehensive solution in eCRM technology and professional services. ZDirect will provide the eCRM technology and HeBS will provide full service eCRM and strategic account management.

"Our present and future clients, and the hospitality industry as a whole will benefit from the combination of ZDirect and HeBS' leading technology and services, providing them with one of the best online experiences," said Hayes Thomas, Chief Executive Officer, ZDirect. "ZDirect holds a leadership position in all forms of eCRM technology. HeBS is the undisputed leader in direct online channel strategy and hotel Internet marketing. This partnership with HeBS provides us with a great opportunity to extend our product offering, specifically for hotel partners that require high-end, full-service professional eCRM technology and services, thus complementing perhaps due to their limited internal resources."

According to Max Starkov, Chief eBusiness Strategist for HeBS, "We are thrilled to be working more closely with ZDirect and their eCRM technology platform. In hospitality, eCRM is a business strategy, supported by Web technologies, which engages customers in strong, personalized and mutually beneficial interactive relationships. We firmly believe ZDirect has the right technology to support any hotel's eCRM program. Especially in this environment, it is important to engage and retain your hotel customer base. It is 4-6 times more expensive to acquire a new customer, than retaining one. Existing customers respond 4-5 times more readily to promotions than new customers. Therefore we see this agreement as a great opportunity to benefit our present and future clients. We are excited about developing a myriad of new success stories."

[Hospitality eBusiness Strategies](#) (HeBS) is an award-winning, full-service Internet marketing and Direct Online Channel Strategy firm, strictly dedicated to the hospitality and travel verticals. Having pioneered many of the "best practices" in hotel Internet marketing and direct online distribution, HeBS specializes in helping hoteliers profit from the direct online channel and transform their websites into the hotel's chief and most-effective distribution channel, establish interactive relationships with their customers, and significantly increase direct online bookings and ROIs. A diverse client portfolio of over 500 top tier major hotel brands, luxury and boutique hotel brands, resorts and casinos, hotel management companies, franchisees, independents, and CVBs has sought and successfully taken advantage of HeBS' hospitality Internet marketing expertise.

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About ZDirect, Inc.

Based in Miami, Florida, [ZDirect, Inc.](#) is the preeminent provider of electronic marketing and eCRM solutions for the hospitality and resort industry. For ZDirect's product offering, the company takes email communication technology to a whole new level of effectiveness by giving hotel managers a powerful way to impact relationships with their previous guests and inquiry base. ZMail's suite of tools empowers professional property managers to streamline their entire electronic and CRM marketing efforts. With ZDirect's patent pending ZMail technology and expertise, hoteliers are able to centralize all their databases, send "intelligent," targeted, highly personalized emails to their guests and subscriber list, and when they book, automatically send pre-arrival and post departure emails. The ultimate goal: convert leads and previous guests into long term loyal customers. The result is new revenue captured, stronger customer loyalty, expanded customer base, and increased return on investment through the reduction of traditional marketing costs via measurable electronic marketing.

ZDirect is an Enterprise Email Service Provider (ESP) specifically for Hotels and Resorts and the ideal solution for management companies that require cutting edge features, solid integration and professional services.

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