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MEDIA RELEASE  
For Immediate Release

E-Hors strengthens its position in Asia with Best Western International Indonesia

Best Western International, THE WORLD'S LARGEST HOTEL CHAIN® has selected E-Hors as their recommended hospitality system provider for its new hotels in Indonesia.

The International group was represented by Mr Iwanto Hartojo, President Director of Best Western International Indonesia and Mr Jusuf Sawirin, Chief Area Development of Indonesia, in the agreement signing ceremony. Mr Wouter G. Piët, the CEO of E-Hors was also present as the representative for E-Hors.

"This deal is a great achievement for E-Hors as it represents Best Western International's recognition of E-HORS as the best hospitality solution to fit their needs in Indonesia," said Mr Wouter G. Piët, CEO of E-Hors.

Best Western International Indonesia is a fast growing hotel operator in Indonesia. They were established on August 2007 and have 12 hotels already signed with them. According to Mr Jusuf Sawirin, Chief Area Development of Indonesia, Best Western International is targeting to have 20 new properties in Indonesia by the year 2010.

The implementation of E-HORS will start with three new Best Western hotels in Indonesia which will be opening in January 2009: Best Western Basko Hotel, Padang, Best Western New Kuta Condotel, Bali and Best Western Mangga Dua, Jakarta.

All these hotels will be fully equipped with the state-of-the-art E-HORS (Electronic Hotel Operations and Reservation System) solution which is a web based integrated system covering all needs of hotels' operations and management including the IP phone system.

"We chose E-HORS as our hospitality solution because we could see that E-HORS is the most spectacular hospitality software in terms of accuracy of reports, efficiency in operations and very helpful in our hotel operations. E-HORS is a fantastic solution for the hotel industry," Mr Jusuf Sawirin commented on E-HORS.



Other hotels which have been confirmed to open in Indonesia are the Best Western Vue Palace, Best Western Premier Kuta, Best Western Resort Kuta, Best Western Grand Seminyak Condotel, Best Western Premier Solo, Best Western Banjar Masin, Best Western Ancol and Best Western Mansion. The average room inventory is 150 rooms per property.

As E-HORS is a multi property system, staffs in all Best Western hotels in Indonesia are able to work remotely in multiple properties at the same time and view data of another property if a staff is authorized.

Cross property reservations can also be done without the need to call the other properties. This decreases costs and increases revenues of sister hotels. This also means real time consolidated reports for the management of Best Western International.

With E-HORS IP phone system, one virtual environment can be created in which all communications between properties are free of charge. A lot of communication costs can be saved between properties. E-HORS IP Phone system is fully optimized for a hotel environment.

Best Western International Inc. is The World's Largest Hotel Chain® with 4,200 independently owned and operated hotels. Based in Phoenix, Ariz., Best Western offers more than 315,000 quality guest rooms located in 80 countries and territories throughout North America, South America, Europe, Asia, Africa, the Middle East and the South Pacific.

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