

Gustodian™ – Technology to Breakfree Launched at ATF Travex 2007

Singapore, 26 January 2007 – Something revolutionary is happening to hotel technology in the form of first-of-kind, web-based, interactive hospitality services software, Gustodian™.

Designed to enhance guest service and experience, Gustodian™ will greatly benefit hotels and hospitality properties desiring to breakfree from limitations of conventional technology.

The exciting “breakout” and launch of homegrown Gustodian™ will take place at Asean Tourism Forum (ATF) Travex 2007, happening at Booth H20/H22, Suntec City Convention Centre.

Gustodian™ is pioneered by a team of experienced hospitality professionals from a leading Singapore technology firm, Cyberville.

The Gustodian™ suite is an online web-based service that has the ability to transform guest experiences through an effective product portfolio. Most hotels adopt technology which works independently for each management system, whereby information is accessible only by individual departments, often resulting in poor utilisation of resources.

Gustodian™ meets an increasing demand for guest retention and enhanced guest service by enabling all internal hotel departments to interface with each other, especially in the areas of guest preferences, guest service and task management, and guest history.

With Gustodian™, staff are able to perform more efficiently; streamlining processes to best meet their service goals in ways not thought possible before - by interacting and strengthening their communication channels via a virtual community on the web.

The roll-out of Gustodian™ products begins with **GUSTO**, a “Guest Services Tool On-Demand”. Hotel guests are given access to a private online portal from which they can have specific hotel and destination information prior to their arrival. It is easy to use and designed to allow guests to maximize their stay experience through online interaction.

GUSTO made its initial debut at World Travel Mart 2006 in London, and Beta Tests have proven to be highly successful. Mr Robert Kelsall, General Manager, Bali Dynasty Resort, a user of **GUSTO** has this to say: “**GUSTO** enables us to deliver tailor-made guest experiences; ensuring guests get what they want whilst at the same time enabling us to generate additional income.”

Astute hotels in Bali and Malaysia that have been quick to take on this new web based phenomenon include Bali Dynasty Resort, Melia Bali, Hotel Maya Kuala Lumpur and The Regent Kuala Lumpur. Mr Michal Zitek, EAM of the Regent KL, said: “we are always focusing on impressing our valuable Guests and **GUSTO** is a useful tool to help us in our endeavours. It is simple to use, easy to update, and really helps us to get in touch with our Guests, and to identify their needs before they even begin their travels to our beautiful hotel.”

Enhancing guest experience is a key benefit said Mr I.Z. Melvin, General Manager of Hotel Maya KL: “Since the installation of **GUSTO** in our booking engine, it has provided our guests with an added benefit in providing information in advance, which has enhanced the guest experience during their stay with us - especially in terms of concierge services.”

Promotional Offer For MAH Members at ATF 2007

For the period of ATF 2007, Gustodian™ is extending a Special Introductory Offer to all members of the Malaysian Association of Hotels. MAH members will receive FREE usage of **GUSTO** for 3 months – terms & conditions apply. Offer ends 28 Feb 2007.

For more details about introductory offer and GUSTO, please contact:

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About GUSTODIAN

GUSTODIAN is a new business unit of Cyberville eServices Pte Ltd, a leading technology services provider, with hospitality experience as its key area of expertise. It is a technology partner of major international hotel chains, including Intercontinental Hotels Group (IHG), previously known as Bass Hotels and Resorts, and Six Continents Hotels and Resorts. IHG is the largest hotel company in the world, and represents brands such as the Intercontinental Hotels & Resorts, Holiday Inn Hotels & Resorts, Crowne Plaza Hotels, Staybridge Suites, Indigo Hotels, etc.

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