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TECHNOLOGY OF GLOBAL MEASURE

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InterContinental Hotels & Resorts Selects MeetingMatrix International, Inc.

InterContinental Hotels & Resorts selects MeetingMatrix® Rich Internet Applications to support its Global Meetings Initiative

Portsmouth, New Hampshire, May 2009 – As part of a global meetings initiative, InterContinental Hotels & Resorts Group has selected MeetingMatrix International to provide state-of-the-art meeting planning sales technology solutions for its hotels. With the MeetingMatrix web tools, meeting professionals no longer have to go for costly site inspections to determine how the hotel can work for them. Rather, they can go to intercontinental.com to get the tools they need to view and plan a meeting at their selected InterContinental hotel.

Throughout 2009, InterContinental Hotels around the world will be going live with two MeetingMatrix Rich Internet Applications; PlanView.NET and ActiveMatrix.NET:

The PlanView.NET application allows meeting planners to drill down from a campus map to stacked floor plans, to individual floors and, finally, to meeting rooms and amenities. Exact locations and important features of a property are highlighted via the PlanView.NET tool, including capacity charts, square footage, digital images and related text information. PlanView.NET has been customized to InterContinental and will be available on intercontinental.com in English, Spanish, Japanese and Korean. PlanView.Net is also available to InterContinental customers in German, French, Italian and Chinese.

The ActiveMatrix.NET application is seamlessly integrated with PlanView.NET and allows planners to access MeetingMatrix Certified Room Diagrams®, a proprietary MeetingMatrix file format that displays measurements and room layouts for a given meeting room or event space, measured to within ¼ of an inch. With precisely measured rooms, Intercontinental is able to help meeting planners efficiently create event set-ups and dynamically generate alternative set-ups based on multiple event variables.

Jmîchaelé Keller, President and CEO of MeetingMatrix International, is extremely excited about this new partnership. “We are truly delighted to have the opportunity to work with the InterContinental Hotels & Resorts, and we look forward to providing the brand and its hotels with a real competitive advantage in today’s tough marketplace. We recognize the amount of business being conducted via the Internet, and believe PlanView.NET and ActiveMatrix.NET answer the demand for real time information and will be instrumental in advancing the meetings and events industry.”

ABOUT - MeetingMatrix International, Inc. is the premier provider of meeting space marketing and communication solutions for the global Hospitality industry. Founded in 1989, MeetingMatrix now serves over 24,691 users planning events at more than 3,510 venues with more than 24,920 Meeting Rooms and 108 million square feet of Certified Room Diagrams® in 110 plus countries. Initially, designed and developed to address the everyday challenges of event planning MeetingMatrix has evolved to become an essential Sales and Marketing solution for venues around the world. Rich Internet Applications such as; CapacityMatrix.NET™, ActiveMatrix.NET™, PlanView.NET™, Space Rendering™ and 3D-VR™ make MeetingMatrix, “What Event Planners want . . . what Sales Managers need.”