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For Immediate Release

Libra OnDemand Intros 'Customer Portal' CRM Tool for Pre-, Post-Stay Interaction

Leader in Customer Relationship Management empowers guests to personally control their hotel experience and update their contact info, preferences, loyalty points, etc., via customized hotel Web site portal;

Visit Booth No. 844 at HITEC

CELEBRATION, FLA. — JUNE 16, 2009 — Libra OnDemand is giving "Power to the People" as a way for hotels to capture more accurate customer profile information and enhance the guest experience. The developer of the hospitality industry's first on demand Customer Relationship Management (CRM) solution will unveil its "**Customer Portal**" at HITEC, the Hospitality Industry Technology Exposition & Conference to be held June 23-25 at the Anaheim (Calif.) Convention Center in **Booth No. 844.**

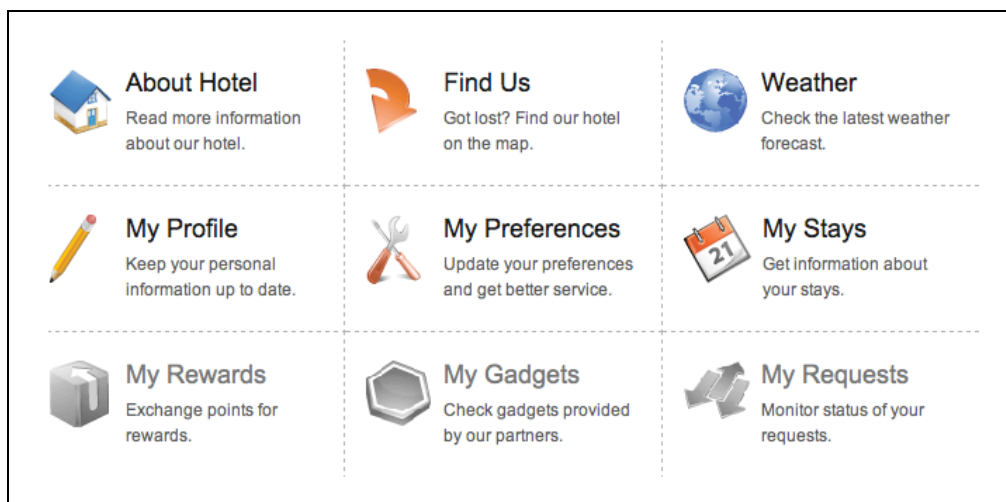


Using a customer facing application, Libra OnDemand empowers guests with upcoming reservations to use the **Customer Portal** to print property maps with directions, coordinate airport pick-up or even request room assignments. Additionally, customers may review concierge offerings and make activity reservations for their stay. The **Customer Portal** can be

extended to include links to a hotel's Web booking engine, car rental reservations or airline check-in options, thus providing guests with a single access point to all their travel online.

“Consumers are hesitant today to turn their personal information over to reservations agents or front desk staff in fear of identity theft or worse, and therefore hotels are not easily able to obtain true guest profile and preference data,” said Gregg Hopkins, Libra OnDemand CEO. “Instead, hotel marketing managers send surveys to try to capture that information, but most of the queries are based solely on post-stay statistics.

Through our new customer facing portal, travelers can take the initiative to manage their personal information, update preferences and track rewards in a safe, secure environment that they control,” he added. “The **Customer Portal** also provides a set of applications that are stay-specific. These features allow in-house guests to learn about hotel amenities, along with local attractions, weather and maps.”



The Libra OnDemand **Customer Portal** empowers guests to:

- Request housekeeping services,
- Review their bills,
- Schedule spa appointments, golf tee times and other activities,
- Make dining reservation,
- Request room service,
- Post online surveys, and much more.

“Guests that have already checked out can also benefit from using the **Customer Portal**,” Hopkins said. “The site provides the ability to view past stay information and guest folios, sign up for email offers, post travel reviews and update their stay preferences for future visits.”

He explained that the **Customer Portal** integrates seamlessly with the Libra OnDemand CRM application. Guest information, stay preference updates and survey results are automatically reflected on the customer’s profile, triggering any pre-defined task assignments and workflow rules. For properties using the Libra OnDemand Loyalty and Rewards Management features, the **Customer Portal** provides the ability for loyalty program members to view and manage their membership data online, redeem reward points, purchase gift certificates and request room upgrades.

“Hoteliers looking for control over their guest history data for improved marketing need to give control over to their guests via the Libra OnDemand **Customer Portal**,” Hopkins said. “We look forward to showing hoteliers how it can be done at HITEC. Pre-scheduled booth appointments are encouraged.”

To pre-schedule an appointment with the Libra OnDemand team at HITEC, call 407-412-9296. For more information on Libra OnDemand CRM products, visit www.libraondemand.com.

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About Libra OnDemand

Libra OnDemand leverages the power of the world’s most popular on demand platform (salesforce.com) to provide a comprehensive suite of hospitality specific applications: customer relationship management (CRM), sales force automation (SFA), loyalty & rewards management, reporting & data analytics, and integration & centralization tools. Designed to drive sales and increase revenues for the world’s premier hospitality organizations, Libra OnDemand is a Software-as-a-Service (SaaS) application that is easy to use and requires zero upfront investment.