
Caribe Royale Now Providing Passkey's GroupMAX™ Solution to All Meeting Planners

Decision in response to planner demand for live event tracking, PCI compliance and guest expectations for online booking capabilities

Orlando, FL/Waltham, MA – September 21, 2010 The Caribe Royale All-Suite Hotel and Convention Center in Orlando, FL, today announced the deployment of Passkey's GroupMAX™ solution as the hotel continues to expand its service offerings to both planners and group guests. Moreover, with GroupMAX quickly becoming the recognized industry standard for managing group reservations, Caribe Royale's meeting planners were instantly familiar with its capabilities.

"The decision to deploy GroupMAX as our group management system demonstrates our commitment to exceeding the high expectations of our meeting planners," states Eric Rosenbaum, Vice President of Sierra Lodging, Inc. "Our planners will now have the ability to monitor and manage their room blocks and reservations utilizing live dashboards, email alerts and reports, helping them mitigate their attrition exposure while enjoying peace of mind. Many planners have experienced GroupMAX at other venues and have come to expect these smart tools for all of their events; it was imperative to respond to our clients' expectations."

With GroupMAX, Caribe Royale will be able to offer its meeting planners and guests a seamless online event experience. The hotel can now easily provide customized booking websites for every client's event and guests can book their rooms and review multiple lodging options. The booking experience is further enhanced with a built-in social networking tool that lets guests connect before, during and after the event. In addition, GroupMAX provides Caribe Royale with an integrated marketing tool-set that will allow the hotel to send targeted messages to event guests at all stages of the booking process, helping drive upselling with extended stays and the promotion of special offers.

For meeting planners, GroupMAX is particularly useful, allowing them to conveniently import room lists in any format to a secure Web location, as well as manage and track room list modifications with unprecedented ease. GroupMAX simplifies and automates a once labor-intensive, non-secure and time consuming room list process with a fully automated, PCI-compliant online solution.

However, Caribe Royale's meeting planners will find the greatest advantage in the convenience of monitoring their events online with GroupMAX's set of event tracking tools. These include live dashboards which provide planners with an online snapshot of their room blocks and reservations, SmartAlerts which send automated emails to planners at critical event or inventory milestones and a wide range of real-time reports.

Dr. Everett Rigsbee of the Institute of Electronic Electrical Engineers (IEEE) describes his meeting planning experience with GroupMAX:

"Our group is delighted that Caribe Royale, our favorite hotel and convention center, has chosen to

provide Passkey's group booking management tool for their group customers. All of the members of our international group prefer to book their reservations on the Web, and our meeting planners truly benefit from having continuous real-time access to our block status and pick-up. We have used the Passkey tool for several years now and believe it provides the best overall management capabilities for group booking of any solution available today. It is an essential tool for planners, especially for those who need to manage larger groups."

Passkey's GroupMAX system is available at no cost for all planners utilizing the Caribe Royale's facilities. For more information, contact 407-238-8033.

About Caribe Royale All-Suite Hotel and Convention Center

The jointly owned and operated Caribe Royale All-Suite Hotel and Convention Center and the adjacent Buena Vista Suites Hotel, both located in the Lake Buena Vista area, 16 miles from Orlando International Airport, combine to form THE CARIBE™, Orlando's largest independently owned all-suite hotel combination which boasts more than 1600 suites and more than 150,000 square feet of meeting space.

More information about the Caribe Royale and Buena Vista Suites is available by visiting (www.thecaribeorlando.com). The Caribe Royale and Buena Vista Suites are properties of the Sierra Land Group in Glendale, California.

About Passkey

Passkey (www.passkey.com) is the industry's leading provider of online group reservations technologies. The Company's SaaS solution, GroupMAX, is used worldwide by meeting destinations, hotels and planners to manage the group reservation process for events of every size. GroupMAX allows Passkey clients to create a customized online booking site for every event in minutes and allows attendees to reserve their rooms within the contracted group block. Event planners and hotels receive both online and mobile-enabled access to real-time event information. The Passkey-enabled global network includes over 85% of major U.S. Convention and Visitors Bureaus (CVBs), as well as thousands of hotels, trade associations, meeting planners and meeting management companies.