

REALIZE YOUR VISION.

CONSULTING

MARKETING

POSITIONING

DEVELOPMENT



Media contact:

Q.D. Nguyen
Sausalito, California
[t]: 415.332.4886
[f]: 415.332.4009
quang@thejpsgroup.com

FOR IMMEDIATE RELEASE

Design Hotels Inc. Founder Forms New Venture

26 September 2002 — Sausalito, CA — J. Peter Schweitzer, founder of Design Hotels Inc. (www.designhotels.com) and its parent, lebensart global networks AG (www.lebensart-ag.com), has formed a new company to provide an array of professional services to the hotel and travel industries. The JPS Group will focus on introducing new hotel development ideas, innovative marketing concepts, and state-of-the-art technology solutions to the hotel and travel space. Schweitzer and his team, which includes Quang Nguyen, former Managing Director of Design Hotels North America, possess more than 20 years of experience in the hotel and travel sectors, with particular emphasis on branding, strategic marketing and electronic distribution, as well as hotel development and finance.

Internet Distribution System: RoomRez™

The JPS Group is currently introducing a state-of-the-art internet distribution system (IDS) that allows individual hotels, hotel groups, hotel associations, tour operators and wholesalers to control and better manage their inventory on the internet. The RoomRez™ platform offers a private label solution that allows the client to leverage a real-time internet booking engine, an integrated marketing module that provides one-to-one marketing tools such as MailRez™ and RezLetter™, and a comprehensive reporting module that allows the client to create customized reports to track sources of transactions over the internet. Among the numerous attributes that differentiate the RoomRez™ platform from other IDS solutions, is its ability to support 20+ international languages, 120 international currencies, and multiple customized guest user interfaces. This is the most comprehensive system available. It is unmatched in its features and is exactly what the market needs, says Peter Schweitzer. The system is completely private label and its ability to provide a different look and feel to different sites, even font, color and language, from the same database gives the operator more tools to create bookings than ever before. The RoomRez™ platform currently supports an international client base of hotels, hotel groups and wholesalers worldwide, including the internet sites for Kerry Hotels with members that includes The Avalon in Los Angeles, and The Viceroy in Santa Monica, other hotels include The Hempel in London and Grand Chancellors throughout Asia and Australia.

NOTE TO EDITORS:

Copyright©2002 The JPS Group LLC. The JPS Group provides a broad range of professional services to the hotel and travel industries, focusing on new hotel development ideas, innovative marketing concepts, and state-of-the-art technology solutions. For more information logon to www.thejpsgroup.com or email us at info@thejpsgroup.com.

RoomRez™, MailRez™, and RezLetter™ are all service marks of Alpha International Pty (Australia). For more information on RoomRez logon to www.roomrez.com or email us at rezrep.usa@roomrez.com.