



AUTOCLERK®

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July 28, 2010

FOR IMMEDIATE RELEASE

AutoClerk introduces eMarketing to its suite of products and services

Lafayette, CA, July 28, 2010 — AutoClerk Inc, California's premier property management system company, has integrated a new email marketing service into its popular software.

As part of an ongoing effort to offer hoteliers state-of-the-art tools that allow them to grow occupancy, increase revenues and improve the guest experience, AutoClerk can now automatically send graphically rich Confirmation, Welcome, Thank You, Change and Cancellation email letters.

AutoClerk's eMarketing services also allows customers to create custom scheduled and ad-hoc eNewsletters, repeat guest campaigns, occupancy maximizers that fill excess inventory and guest satisfaction surveys. Emails can be data warehoused from multiple hotels allowing enterprise-level marketing campaigns.

“Our first customer to use this new service, Greystone Hotels, was so happy with the service they quickly ordered it for all of their hotels,” said Gary Gibb, president of AutoClerk. “Hotel guests really appreciate the extra level of communication. This service is a must in today's digitally competitive travel environment.”

Founded by Mr. Gibb and his partner, Ed Bear, in the early eighties, AutoClerk's service to the hospitality industry spans three decades and now enjoys a well-established nationwide presence. Its first version of the software, a dos-based program, handled the basic hotel operational functions, such as check ins, check outs, reservations and night audit. Today's system offers sophisticated group functionality, dynamic rate tiers, yield management, custom packages, and a tape chart with a very friendly and powerful drag & drop user interface. Its latest version is also PABP validated per Visa's strict PCI data security standard. Based in Lafayette, California, and still owned and operated by the founders, AutoClerk serves hotels across the country with additional sales representation in the Mid-West and Canada.

For more information, see <http://www.autoclerk.com/autoclerk/Products/eMarketing.aspx> or contact AutoClerk sales rep Scott Williford at 925-871-1810.

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