



Newmarket® International

Building Global Hospitality

Newmarket International is the leader in delivering groups, sales, catering, and banquet software solutions to global travel and entertainment organizations. Hotels, Casinos, Visitors Bureaus, Meeting Houses, Convention Centers and Arenas all use our proven technology solutions to increase efficiencies and maximize their profits.

Corporate Overview

Newmarket International is a team of diverse, talented individuals committed to maximizing the success of our customers. As the recognized industry leader, we provide innovative solutions and services that enable our clients within the global hospitality marketplace to improve customer service, increase operational efficiencies and maximize profits.

Newmarket International began in 1985 as "Newmarket Software," a company committed to developing automated software solutions for the hospitality industry. Soon after, we introduced our flagship product, Delphi. This sales, catering and marketing solution is now the standard in the hospitality industry for maximizing profitability.

Newmarket is a global company, headquartered in Portsmouth, NH, with international offices in London and Singapore. With over 270 employees and over 60,000 users logging in daily at 3,000 installed properties, we are well positioned to manage our customers' immediate business needs and support their long-term growth.

Where We Stand Today

Proven

We have over 17 years of proven experience in the hospitality marketplace. Our established software applications provide demonstrable business solutions to leading hotels around the world. Our award-winning support delivers the premier customer service in the industry.

Advanced Technology

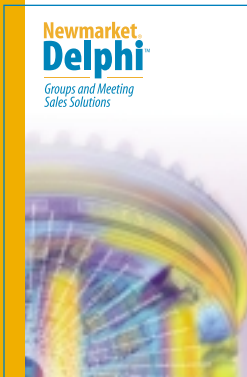
Recognized as a leading provider of technology innovations within the industry, Newmarket's core technology is among the most powerful and intuitive in the world.

Growing

Your success is our success. With sustained growth in the past three years, Newmarket continues to deliver the products and services that enable hospitality professionals around the world to drive revenues and improve customer service, increase business efficiencies and gain a competitive advantage.

Powerful Connections

With strategic industry partners including Microsoft, Compaq and Perot, and alliances with premier technology companies, we have the business relationships and technology connections that will allow you to tap into the world's latest innovations.

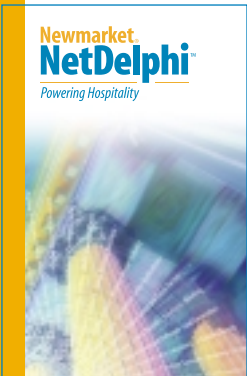


Our Products

Newmarket's Delphi, our sales, marketing and catering solution, raises the bar for maximizing profitability and automating single hotels or entire hospitality companies. Delphi enables hoteliers worldwide the ability to manage international accounts, streamline citywide marketing efforts, provide seamless integration with other systems and enable meeting planners with Internet connectivity.

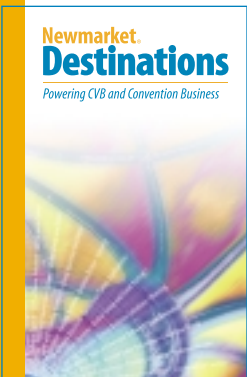
This flexible, easy-to-use solution has a range of product editions that address the business needs of single to multi-property hotels.

- Select Edition
- Single Property Edition
- Global Sales Edition
- Multi-Property Edition
- Select Multi-Property Edition



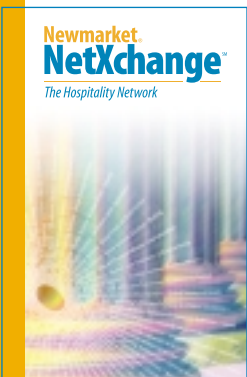
All Delphi editions provide convenient features and powerful functionality that provide users with:

- Complete account and contact management – Track all booking details within the system easily with a variety of documents and reports
- Seamless Internet integration and e-mail functionality – Launch an Internet browser from the Account Manager and send e-mail directly from the Delphi system
- Effortless scheduling of daily tasks with simplified management of activities in an accessible and report-driven format
- Comprehensive function diary views of daily, weekly or monthly activities
- Easy-to-use guest room control log for instant room, rate and availability information
- A dynamic Power Banquet Event Order to track the details of every function



Newmarket's NetDelphi product is the industry's only web-based hospitality solution that combines the power and benefits of the Internet with Newmarket's years of experience to deliver a new and innovative automation solution for the global hospitality marketplace. Our NetDelphi product editions, with robust lead generation functionality, expand on the power of Delphi and include:

- **Sales Edition** – A web-based, simple-to-implement, cost-effective sales management and reporting system with comprehensive CRM functionality.
- **Transient Business Manager Edition** – Complete transient business revenue analysis, transient RFP management, and detailed account and contact information.



Newmarket's Destination products automate the services provided by a city's convention center and visitors bureau. These powerful, easy-to-use destination products help attract more customers, manage information more efficiently, and execute critical business functions allowing prospects to become customers in an instant.

The Destinations product editions address the unique business needs of both convention centers and convention and visitors bureaus. Current editions include:

- **CCBreeze Edition** – A complete event management solution that drives business by managing and marketing facilities more effectively
- **CVBreeze Edition** – Designed to maximize the marketing of destinations and analyze demographics through flexible reporting options

Newmarket's NetXchange MeetingBroker is the industry's first Internet-based exchange that seamlessly integrates hotel booking lead sources such as e-RFP web sites and national sales offices to a hotel's sales system. From creation and distribution of the RFP, to the proposal negotiation and booking the business, NetXchange MeetingBroker seamlessly connects the hospitality and destinations marketplace buyers and sellers electronically.

Our Support & Services

Newmarket International values our customers and is committed to providing you with superior support and services that enhance our "best of breed" products. With four out of five hospitality companies using a Newmarket solution, our customer service doesn't end the minute you receive the product. In today's business world you need a business partner that stays with you after the sale is closed, providing you with the support and training that help you to fully capitalize on your investment. Our award-winning support organization exemplifies Newmarket International's commitment to providing you the best possible products with the best available service.

Training

Recognizing that each property's training requirements are different, we have developed a hybrid training solution that allows our customers to utilize a cost-effective, innovative and complete product education curriculum. *Our training options include:*

Computer-Based Training — CBT is a self-guided, interactive training program that runs directly from the students' desktop. CBT uses video, audio, quizzes and real-life scenarios to provide comprehensive hands-on training.

Virtual Classroom — Virtual Classroom provides collaborative distance learning via the Internet, with the trainer situated at a remote location and the users settled in their own office, saving valuable time and cost on travel related expenses.

Onsite Training — Our award-winning onsite training is industry-renowned for its depth and flexible approach. Core product training prepares your team to profit from the speed and power of Newmarket's products. We can also develop custom training programs to fit your specific business needs.

Services

The Newmarket Services group is there with you every step of the way, helping you make the right decisions for your business. Our services group will work with you to:

- Streamline your business processes
- Optimize your Return on Investment
- Ensure your success with Newmarket's products

Our current Services include:

Migrations — Newmarket offers a data migration service to help customers convert from any installed sales product to Newmarket International's leading products easily and efficiently.

Technical Support — Our team of product and technology specialists are available to assist you 24/7, both nationally and internationally. Our global "follow-the-sun" strategy provides you with superior service any time of the day or night anywhere in the world.

Professional Services Group — PSG offers unsurpassed product installation services, including planning your hardware, software, and networking. This ensures the implementation of reliable, expandable, and leading-edge solutions. PSG also trains your staff on how to use the product efficiently to save time and increase business.

Conversion Services — Custom assistance is available to help you manage the conversion of existing installations to latest versions, upgrade your environment to a multi-property solution or provide specialized services that focus on your business needs.

Project Management — As part of Newmarket's commitment to a successful installation, a project manager will identify the scope of your project, presenting a detailed implementation plan including: the definition of the project's duration and resource needs, technical requirements, coordination of external resources and third-party providers, interface planning and scheduling, and managing the process to successful completion.

Business Consulting Services — BCS ensures that your Newmarket solution integrates smoothly with your business processes in a timely and efficient manner.

Product Options and Enhancements

With a flexible, open architecture designed to grow to meet the needs of your business, our product options are sure to enhance your operations. A current list of our major product options include:

NetData Analysis — A complete stand-alone data warehousing application, NetData Analysis collects data from your Delphi system database into a central data warehouse, enabling reporting from a variety of powerful writing tools.

Market Vision — Tightly integrated with all of Newmarket's products, Market Vision allows you to quickly and easily pull information from your Delphi database to answer virtually any business question.

Profit Pack — With our Profit Pack option you will maximize the profitability of your property. It automates the decision to book one piece of business over another and prompts you to sell the right group at the right time at the right price.

Optimum Setting ii — CEO Software Incorporated's event management application delivers graphic design layouts, seating setups and floor plans for any function space with dynamic results.

For more information

on Newmarket International and our industry-leading products and services please visit our web site at www.newmarketinc.com or call 1-888-829-8871.



Sales and Catering



Greatest Business Impact



Customer Satisfaction Excellence



Newmarket International
Building Global Hospitality

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