



For Immediate Release

VISIT Milwaukee Selects Meetingmax
*Online housing reservation system to welcome visitors to
the jewel of the Great Lakes*

Vancouver, BC; December 15, 2009– Meetingmax, provider of the travel industry’s most flexible online housing reservation system, today announced the signing of an agreement with VISIT Milwaukee. Through the agreement, the Milwaukee Convention and Visitors Bureau will use Meetingmax’s system to manage convention housing bookings for its more than 60 member hotels.

As part of its selection process, VISIT Milwaukee looked at several other housing systems. The organization primarily selected Meetingmax based on its user-friendly software interface.

“A big part of our mandate is to ensure that guests are warmly welcomed to Milwaukee, and that begins the moment they book their hotel room,” says Dave Larson, Director of Convention Services, VISIT Milwaukee. “Meetingmax’s system makes it easy for conference delegates to quickly search for a participating hotel, explore its features and book a room.”

Milwaukee is a premiere Midwestern meeting destination. In addition to its dynamic downtown and state-of-the-art convention facilities, Milwaukee differentiates itself through its warm hospitality and affordable prices. In 2008, tourism generated \$2.7 billion in spending in Greater Milwaukee and supported approximately 66,000 local jobs.

News of the VISIT Milwaukee agreement follows the signing of agreements with Atlanta’s Cobb County and Hamilton County, Indiana. Meetingmax’s system will be used to manage convention housing bookings at CVB member hotels in both counties.

“Right now we are seeing considerable interest in our system. Given current market conditions, CVBs are looking for ways to make it as easy as possible to manage events in their cities,” says Jeff Duncan, COO, Meetingmax Systems. “Our system offers hotels, planners and CVBs powerful, customizable tools that allow them to efficiently manage their inventory.”

- more -

Meetingmax system to welcome visitors to the jewel of the Great Lakes

About Meetingmax:

Meetingmax Systems provides the travel industry with the most flexible online housing reservation system. Initially developed to meet the needs of Meetingmax's meeting and event planning arm, the system provides convention and visitors bureaus, event planners and organizations with a simple yet powerful means to manage conference and event room bookings. The system boasts real time processing for hotels, a dynamic pricing model based on the length of the booking, and customizable features to meet each client's needs. Meetingmax is the exclusive housing reservation system provider for simpleview, the destination marketing organization industry's technology leader. The company is based in Vancouver, BC and can be found online at www.meetingmaxsystems.com.

###

Contact: Gwen Hardy
Elettra Communications
1.604.738.3870
gwen@elettra.ca