



**For Immediate Release**

**simpleview Teams Up With Meetingmax**  
***Duo to Provide Online Group Reservation Technology to***  
***Destination Marketing Organizations***

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**Tucson, AZ and Vancouver, BC; July 14, 2009**– simpleview, North America’s fast-growing provider of technology solutions to the Destination Marketing Organization (DMO) industry, announced today a partnership with Meetingmax Systems. Through the relationship, simpleview will market Meetingmax’s flexible and cost-effective online housing reservation system to its roster of DMO clients in North America.

“This new relationship presents great opportunities for our clients as well as for both companies,” says Ryan M. George, CEO, simpleview. “Meetingmax’s comprehensive online housing system rounds out our product offering and will provide our clients with new abilities to win group business.”

As part of the agreement, the two companies will begin integrating simpleview’s content and customer relationship management software with Meetingmax’s online housing system. This will help clients avoid the cost and hassle of working with independent systems and create a seamless experience for the user.

“This relationship makes sense on every level,” says Jeff Duncan, COO, Meetingmax Systems. “simpleview has established relationships with an extensive list of DMOs, but housing system technology hasn’t been their focus. With our background in meeting and event planning, we have been able to build a system that meets the needs of DMOs, event planners, and hotels.”

While the companies will initially focus their marketing efforts on the U.S., the organizations are also jointly pursuing growth opportunities in Canada, Australia and New Zealand.

**About Meetingmax:**

Meetingmax Systems provides the travel industry with the most flexible and cost-effective 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 based in Vancouver, BC and can be found online at [www.meetingmaxsystems.com](http://www.meetingmaxsystems.com).

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**About simpleview:**

*Inc.* magazine ranks simpleview #2 among the fastest-growing, privately held U.S. companies in the travel and tourism sector. Since 1991, the company has maintained a 99% client retention rate while capturing the largest market share in its field, helping 125+ destination marketing organizations (DMOs) get the most out of technology, the web and interactive marketing. At the highest level, simpleview develops big-picture strategies for DMO sales, marketing and operations. On a tactical level, they offer integrated products and services tailored to destination marketing: dynamic websites and content management, search engine optimization, interactive marketing services, social media management, design, content and multimedia production. To date, the company's Web-based destination management system has driven \$6.8 billion in economic impact for its customers, which includes destinations ranging from New York City to Portland, Oregon, Boston to Jacksonville, Toronto to the Bahamas. simpleview employs 60+ people in Tucson, Arizona and San Diego, California.

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