



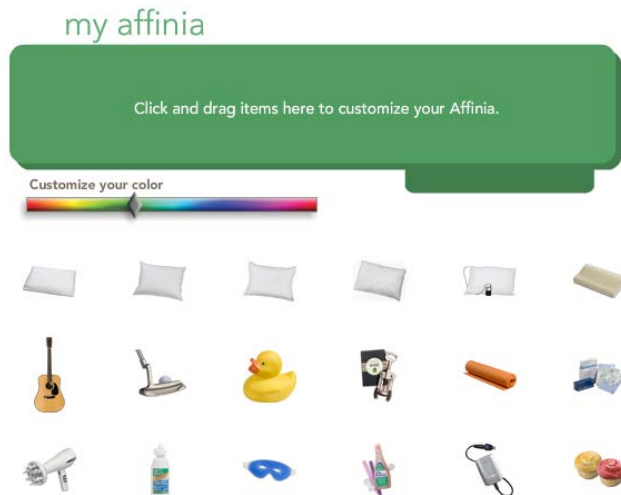
## DENIHAN HOSPITALITY GROUP AND CENDYN EMPOWER GUESTS TO CREATE THEIR ULTIMATE STAY EXPERIENCE

*Powered by Cendyn's eConcierge™ System,  
My Affinia Guests Plan and Customize Their Stay In Advance of Arrival*

BOCA RATON, FLORIDA (June 19, 2009) – Cendyn, the leading full-service interactive marketing agency for hotels and destinations around the world, was selected in 2008 by Denihan Hospitality Group (DHG) to provide a new CRM solution to manage all guest activity and communication pre-stay, on-property and post-stay for DHG properties, all from a single platform. Recently, Affinia Hotels, operated by DHG, launched their revolutionary customer service program, *My Affinia*, powered by Cendyn's **eConcierge™** System and other Cendyn CRM Suite components: **eInsight™** and **eSurvey™**, to rave reviews and impressive results.

"We seek out vendors who will work with us to create differentiating solutions that support our brands and provide customized experiences for our guests. Cendyn has the most advanced capabilities in CRM and came to the table prepared to push the envelope even further with each of their CRM products," said Alex Zesch, Director of Interactive Marketing at Affinia Hotels.

*My Affinia* allows guests to create a customized profile of preferred amenities, and then when a booking is made, each e-mail reservation confirmation enables guests to further fine-tune a particular stay through the *My Affinia Concierge* (powered by Cendyn's **eConcierge™**), based on their interests and agenda. From dinner reservations and in-room spa treatments to theater tickets and turn-down treats for the kids, creating an itinerary is only one click away. Guests can access their entire profile with preferences and update the electronic itinerary for their entire stay 24/7. Using *My Affinia's Profile Builder* at [www.myaffinia.com](http://www.myaffinia.com), guests pre-select from an array of customized offerings that will be in-room on every stay. This feature is seamlessly integrated to Cendyn's CRM Suite so that the guest profile and all additional transactional detail can be maintained for each guest. All customer touch-points including website, PMS and reservations are managed in the CRM Suite so that all guest intelligence can be used to generate more personalized and customized communication to various channels – communicating the right message to the right guest at the right time – which enriches the guest experience, improves booking conversion and drives increased loyalty.



“The intelligence and automation provided by Cendyn’s solutions have allowed us to achieve our goals of providing comfort, customization and convenience to our guests through amenities and technology. We’ve seen significant increases in incremental revenues and repeat business,” added Alex Zesch, Director of Interactive Marketing at Affinia Hotels.

“Affinia Hotels has an impressive reputation using technology to enhance the experience of their guests. We are proud to be a part of their vision and bring our Hospitality experience and technology expertise to the table.” said Charles Deyo, Cendyn’s President. “They’ve been at the forefront of CRM technology for years and continue to pursue ways to improve how they interact with their guests to provide the best service possible.”

### **About Affinia Hotels & Denihan Hospitality Group**

Affinia Hotels, with prime locations in New York, Chicago and Washington, D.C., are designed to provide business and leisure guests with an experience of total customized comfort – [www.affinia.com](http://www.affinia.com) Affinia Hotels is operated by New York based Denihan Hospitality Group (DHG). DHG is a full service hotel management and development company built upon a successful foundation in real estate, guest service and profitable asset management. Experts in the boutique and luxury hotel industry, DHG owns and manages both independent and DHG branded hotels – The Benjamin, The James and Affinia Hotels – in key gateway cities. For more information, visit [www.denihan.com](http://www.denihan.com)

### **About Cendyn**

Cendyn is a full-service interactive marketing agency established in 1996. Cendyn has won several prestigious industry awards for its design, innovation and marketing efforts.

Specializing in turnkey solutions for the travel and hospitality industry, the innovative products are in use by more than 9,000 hotel and travel destinations worldwide. Cendyn provides highly personalized customer service and its comprehensive range of services include website marketing, website design, branding, search engine marketing, along with many other interactive products such as eProposal™, eConcierge™, eSurvey™, eInsight™, eContact™, eConnectivity™, eBooker™, and eMenus™ among

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others. For a complete list of products and services, please visit our website [www.cendyn.com](http://www.cendyn.com). Let Cendyn show you how far an idea can go!

For more information about Cendyn, please contact Robin Deyo, Executive Vice President at [rdeyo@cendyn.com](mailto:rdeyo@cendyn.com) or 561.314.3212.

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