

For Immediate Release
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AutoClerk Two-Way Interface Certified & Endorsed by Best Western

Lafayette, CA AutoClerk, Inc. announces the certification and endorsement of its Two-Way interface software by Best Western International for use with the Best Western Central Reservation System.

Certification and endorsement came after rigorous product bench testing of the AutoClerk property management system (PMS) at Best Western's corporate headquarters in Phoenix, Arizona. The interface subsequently went live in four Best Western hotels already served by AutoClerk.

The Two-Way interface automatically synchronizes reservation entry at both the PMS and the BW Central Reservation System (CRS). Room availability at the property and at the CRS are automatically updated, which serves to reduce costly overbooking of rooms and offers last room availability, thereby maximizing revenue potential of the hotel.

In the past, Best Western hoteliers have used two sets of tools to control rates and availability restrictions such as MLOS (minimum length of stay) and CTA (Closed to Arrival); one within the PMS and the other within the CRS. Now, with the Two-Way interface, AutoClerk provides a single, unified, point-of-entry for the user experience, eliminating duplicate effort to maintain all reservation channels. This new integrated approach will also simplify training of hotel staff, because they need to learn only one consistent system rather than two disparate systems. An added feature in AutoClerk's implementation of the interface is built-in support for AutoClerk rate tiers. This allows CRS rate tables to be automatically updated according to yield management rules defined by the hotel management.

From its inception, Auto Clerk was designed and built to match the needs of a Best Western hotel. One of AutoClerk's first installations was at a Best Western hotel. Today, AutoClerk is installed in Best Western hotels across the USA.

For more information, go to www.autoclerk.com, phone 925-871-1819 or email sales@autoclerk.com.