



MEDIA RELEASE

4 May 2009

RHI Leverages IT Push and Employs In-House ECommerce VP

Rendezvous Hotels and Resorts International (RHI), incorporating Marque Hotels has signalled plans to bring its brands to the forefront of the travel industry with the appointment of eCommerce expert, Timothy Etheridge as its new Vice President eCommerce.

Mr Etheridge comes with an extensive career background to take on this newly created role where he will assist RHI to develop and refine its website and eCommerce systems, to work more effectively with distributors as well as guests.

RHI Senior Vice President, Sales and Marketing, Michael Meade said; "We are delighted to have Mr Etheridge on board. He brings broad experience in eMarketing, B2C web strategy and distribution and has a strong innovation pedigree in online travel."

Having spent over 10 years in online travel distribution, Mr Etheridge decided RHI provided the perfect opportunity for the implementation of innovative eCommerce initiatives that will allow it to capitalise on its four star brand with a growing property portfolio around the world.

"Hotels have been outpaced by online resellers as of late, and I thought it would be interesting to swap from the agent side and work for the principal," Mr Etheridge said. "Hotels have a lot of potential to regain control of their client relationships, right from when they book to when their customers arrive at the hotel and extending to after their stay. I look forward to helping RHI leverage this sequence of touch points using web technologies," Mr Etheridge added.

"RHI is ready for a big online push which is essential in travel and hospitality which is set to see a tough couple of years. Websites are no longer just brochureware; they need to be interactive and personalised as well as robust and straight forward."

Prior to accepting the position at RHI, Mr Etheridge worked as eCommerce Manager at Pan Pacific Travel where he set up and managed its B2C web strategy.

Previously, he was General Manager of Leisure & Online at Concierge Travel Group; and before that, Director of Marketing at HotelClub.com and RatesToGo.com.

"I have a passion for the online travel economy as it is ever-growing in its capacity to deliver customer-centric solutions as well as strong commercial results. I am looking forward to growing with RHI," Mr Etheridge added.

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Rendezvous Hotels International Pte Ltd is part of the Singapore listed company, The Straits Trading Company Limited. The Rendezvous Hotels & Resorts International group operates a total of 18 hotels existing or under construction in the Asia-Pacific region:

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RENDEZVOUS
HOTELS & RESORTS INTERNATIONAL

Rendezvous Observation City Hotel Perth
Rendezvous Sanctuary Resort Cable Beach Broome
Rendezvous Allegra Hotel Adelaide
Rendezvous Hotel Melbourne
Rendezvous Stafford Hotel Sydney
Rendezvous Hotel Brisbane
Rendezvous Reef Resort Port Douglas
Rendezvous Hotel Singapore
Rendezvous Merry Hotel Shanghai
Rendezvous Hotel Auckland
Rendezvous Hotel Christchurch (opening 2009)
Rendezvous Hotel Kuala Lumpur (opening 2010)
Rendezvous Hotel Fujairah (opening 2010)

The Marque Hotel Brisbane
The Marque Hotel Sydney
The Marque Hotel Canberra
The Marque Hotel Perth
The Marque Hotel Guilin (opening 2010)

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