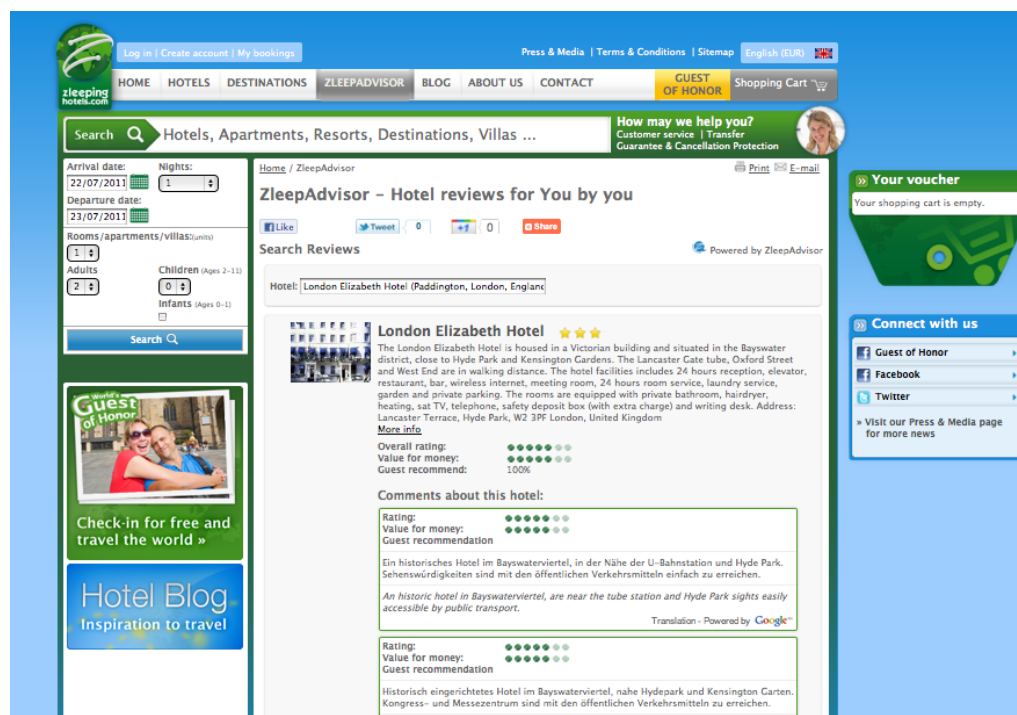


PRESS RELEASE - July 22, 2011

100% authenticity in ZleepAdvisor's over 230,000 hotel reviews - booking reference number is an absolute requirement

A booking reference number is an absolute requirement for writing a review in the booking agent Zleeping Hotels' unique review function ZleepAdvisor. Unlike other features for hotel reviews in the market all the reviews are based on empirical facts and founded on actual experiences of the specific hotels.

Zleeping Hotels is a subsidiary of the Braganza Group.



The screenshot displays the ZleepAdvisor website interface. At the top, there is a navigation bar with links for 'HOME', 'HOTELS', 'DESTINATIONS', 'ZLEEPADVISOR', 'BLOG', 'ABOUT US', and 'CONTACT'. A search bar is prominently featured with the text 'Hotels, Apartments, Resorts, Destinations, Villas ...'. Below the search bar, there are filters for 'Arrival date', 'Nights', 'Departure date', 'Rooms', 'Adults', 'Children', and 'Infants'. The main content area shows a search result for 'London Elizabeth Hotel (Paddington, London, England)'. The hotel's profile includes a star rating of three stars, a description of the hotel's location and facilities, and a 'Guest recommendation' of 100%. There are also sections for 'Comments about this hotel' and 'Hotel Blog'.

Booking number is an absolute requirement to review

The guest must have a booking reference number to carry through a review in the high quality review service ZleepAdvisor, a feature that is included in the multi-portal and hotel booking site of zleepinghotels.com. The result is guaranteed authentic information, and this feature is the only one of its kind. Over the past five years an extensive base of a over 230,000 reviews has been built up.

Reviews in ZleepAdvisor are characterized by 100% authenticity, something that is unparalleled among other hotel review services. Taking advantage of the reviews in ZleepAdvisor, more guests will be inspired to experience new destinations, safe in the knowledge that the recommendations are written by the actual visitors to the respective hotels evaluated.

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- For us it is of utmost importance that all information in the reviews is genuine, and that's why we require a booking number to conduct a review. ZleepAdvisor is meant for our guests, and it is an option for telling others about the fantastic opportunities for experiences around the world. Those who want to be inspired to new destinations and new hotels must be able to rely on the information presented, knowing with 100% certainty that it comes from a reliable and genuine source, says Eva Karlsson, Press Contact Zleeping Hotels.

By participating guests develop Zleeping Hotels

The guests are given the opportunity to influence zleepinghotels.com according to their own personal preferences and circumstances. By reviewing hotels and sharing their experiences through the portal and social media the guests are personally involved in the shaping of Zleeping Hotels' activities.

Search results at zleepinghotels.com present hits among the reviews published of hotels in the current destination being searched. Guests who are about to book a new experience at a totally new location can take note of the average grades of hotels at the specific destination based on reviews by former guests.

Facts about zleepinghotels.com

- Offers more than 30,000 hotels for booking at more than 1500 destinations in over 120 countries.
- Travel community with a personal profile including the possibility of adapting the content according to individual preferences.
- Offers a powerful and personally adapted search function with the possibility to filter, categorize and sort your search according to your own specifications.
- Includes the function ZleepAdvisor where guests review stays and find inspiration to new experiences in reports from other guests about hotels and destinations.
- Offers plenty of space for communication and dialogue through an extensive presence in social media.
- Offers guests the possibility of – through activity and presence on zleepinghotels.com – earning Zleeping Dollars, a currency that can be used to reduce the price of your booking.
- 24 hour web support.
- Offers guests the unique Cancellation Option: Total - Cancellation (regardless the reason you will get your money back).

For more information

ZleepAdvisor, www.zleepinghotels.com/ZleepAdvisor

Zleeping Hotels, www.zleepinghotels.com

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