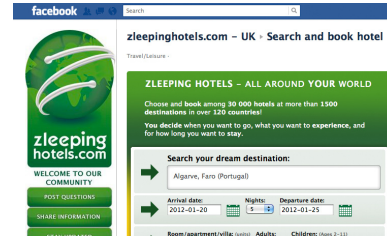


PRESS RELEASE

December 6, 2011

Zleeping Hotels heading towards total service in social media



New search feature on Facebook yet another step towards total service

Zleeping Hotels' new search feature on Facebook is another step closer to the target, overall service on the social web. These functions are handed over to the guest, instead of vice versa. Travel related bookings increased most of all e-commerce and travelers are increasingly searching for information online. Plans for 2012 include Reservation on Facebook, Online Reception, Lodging Auctions and the concept of Travel Friends.

Travel related bookings are growing most in e-commerce

A survey carried out by DIBS shows that travel-related bookings are growing most of all e-commerce in Europe. 60% seek information via social networks before a purchase and 90% regard other people's recommendations online as the most reliable marketing channel, according to NielsenWire. With 750 million users on the social network of Facebook Zleeping Hotels has found its transparent platform.

The new search feature enables visitors to search through over 30,000 hotels and destinations. In the upcoming version it will be possible to share friends' experiences of hotel stays, to read recommendations, to search events in the hotel neighbourhood and more. All without ever leaving Facebook. The search function is another step towards total service on the social web, offering all services in the customers' own forum.

Transparent company with guests as marketing actors

Via the roaring success feature of People's Reviewer (Guest of Honor, Facebook) Zleeping Hotels selects guests for free hotel stays in exchange for the published experiences. The website is transparent through the Review Service of ZleepAdvisor and guest comments via Facebook. In the Hotel Blog, guests can share experiences and forward recommendations. In 2012 the concept of Travel Friends will be launched, a joint page of friends' bookings, Facebook likes and recommendations. A developed Mobile App, Lodging Auctions and an Online Reception / Quick Pay Desk are forthcoming features.

-Our goal is to integrate the guest in the activity at the maximum, to offer comprehensive services through social media and our booking site. But for us it is not enough to attend, we must offer everything guests need and want - in places where people are. The search function on Facebook is just one of many planned steps towards becoming a complete supplier online. The next steps include hotel bookings, reviews and reception through social media, says Eva Karlsson, Press Contact, Zleeping Hotels.

Source: NielsenWire, DIBS

For more info

Link to Facebook-search: https://www.facebook.com/zleepinghotels.co.uk?sk=app_254382291277223

Zleeping Hotels, www.zleepinghotels.co.uk

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Zleeping Hotels is a subsidiary of the Braganza Group.

Facts about zleepinghotels.com

Offers over 30,000 hotels at more than 1500 destinations in over 120 countries on booking · Travel community with personal profile giving an opportunity to shape the contents to suit individual preferences · Provides a powerful, personalized search with the ability for customers to filter, categorize and sort their search for their own conditions · Includes the service ZleepAdvisor where the guest reviews the stay and gets inspired to new experiences through other guests' estimation of hotels and destinations · Much room for communication and dialogue by means of extensive presence through social media · The opportunity for guests to earn Zleeping Dollars through activity and participation at zleepinghotels.com, a global currency that is used to obtain discount bookings · Zleeping Hotel's Web support is open 24 hours a day · Offers guests the unique Cancellation Protection Option: Total - Cancellation from 10 €/adult.



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