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For Immediate Release

McLaren International Distributes Libra OnDemand in Asia Pacific

“Best of breed” technology provider McLaren International will bring leading Customer Relationship Management tools to hotels across the Asia Pacific region



CELEBRATION, FLA. AND SYDNEY—JULY 28, 2009 — Libra OnDemand has recently teamed with McLaren International Pty Ltd to expand distribution of its coveted Customer Relationship Management solution throughout Asia Pacific. Libra OnDemand, an independent software vendor based in Celebration, Fla., is the hospitality

industry's first on-demand CRM solution built entirely on the *salesforce.com* platform. Libra OnDemand provides a comprehensive suite of hospitality-specific web-based applications to manage customer relationships, drive loyalty initiatives, focus sales, manage catering events and perform on-demand business analytics.

McLaren International is a Sydney, Australia-based company with a regional office in Singapore that provides a range of “best of breed” technology solutions and services to the hospitality and related industries across Asia Pacific. McLaren will be responsible for local sales, support and implementation services, and will be backed by Libra OnDemand for technical support.

“We are very pleased to partner with McLaren International as our Channel Partner for the Asia Pacific region,” said Gregg Hopkins, Libra OnDemand CEO. “This relationship strengthens Libra OnDemand's global presence, as McLaren is in touch with the Asia Pacific hotels and hospitality organizations, and are aware of their local needs and requirements. McLaren's knowledge and input to our product and marketing strategies will enhance Libra OnDemand's overall international offering and solution.

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“McLaren has demonstrated a unique and proven approach to representing hospitality technologies in this region,” he added. “We are confident in their ability as a Channel Partner to grow our quickly expanding global customer base and deliver superior CRM solutions from Libra OnDemand.”

Matthew White, McLaren International Managing Director, said he too is pleased with the partnership: “Our philosophy at McLaren is to deliver products, solutions and services that add value to a business’s operating environment; and to support these with a level of service to match the very best service every business expects to extend to its customers,” White added. “Libra OnDemand helps to support this philosophy by adding considerable value to hotels through a powerful and dynamic ‘engine out of the box’ that better manages guest data and supports today’s critical e-marketing process. We are proud to be a Libra OnDemand distributor.”

Libra OnDemand works in tandem with HotSOS, also distributed by McLaren International for Miami, Fla.-based MTech. HotSOS is a guest incident tracking and workflow automation solution. From profile cleansing and centralizing all guest-related information to e-mail marketing and managing customer-related activities, Libra OnDemand’s ability to enhance HotSOS and help hotels better manage their guest-request/response process quickly, will become an indispensable tool for all HotSOS customers in the Asia Pacific region.

“CRM is an important tool to help hotels worldwide compensate for decreasing demand during this challenging economic time and fight for a larger share of the smaller market,” Hopkins said. “Through McLaren, Libra OnDemand will ensure that frequent guests visiting hotels in this region remain loyal. It will also assist hotels in targeting their competition and streamlining their direct sales efforts.”

Libra OnDemand operates a worldwide network of Channel and Consulting Partners. To locate a Channel Partner for your region, or to become a Channel or Consulting Partner, contact Gregg Hopkins at ghopkins@libraondemand.com or call him at (407) 412-9296 ext. 702.

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About McLaren International

McLaren International, founded in 2004 and with offices in Sydney, Australia and Singapore delivers a range of 'best of breed' technology solutions and services to a diverse range of industries including Hospitality, Exhibition and Conventions Centres, Aged Care, Mining and Enterprise. The team of Account Managers and technology professionals at McLaren International possesses extensive experience across these industries and has selected a range of exceptional applications to supply and support to the Asia Pacific Region. They have established long-term relationships with a customer base that spans the world's leading hotel companies. These include Accor Hospitality, Hilton Hotels and Resorts, Starwood Hotels and Resorts, Langham Hotels, the InterContinental Hotel Group, Hyatt Hotels and Resorts and Marriott International, just to name a few. In addition, the company holds long-standing relationships with a number of service integrators, telcos, ISPs and technology vendors including Cisco, Alcatel-Lucent and NEC. For more information about McLaren International contact marketing@mclarenint.com or visit the website www.mclarenint.com.

About Libra OnDemand

Libra OnDemand leverages the power of the world's most popular on demand platform (salesforce.com) to provide a comprehensive suite of hospitality specific applications: customer relationship management (CRM), sales force automation (SFA), loyalty & rewards management, reporting & data analytics, and integration & centralization tools. Designed to drive sales and increase revenues for the world's premier hospitality organizations, Libra OnDemand is a Software-as-a-Service (SaaS) application that is easy to use and requires zero upfront investment.