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HEDNA Advances Electronic Distribution Industry with Launch of its New Website

March 1, 2006, Falls Church, Va. The hotel electronic distribution community gained a valuable new resource today, as the Hotel Electronic Distribution Network Association (HEDNA) debuted its smartly redesigned website: www.HEDNA.org. Open World, an award-winning e-commerce solutions company, was selected to create the new site to serve as the premier source of information for distribution professionals in the lodging industry.

"The Board of Directors is confident that the new website will enhance the knowledge of each person in our industry, and especially for our HEDNA membership," remarked HEDNA President Tiffany Topcik. "We have enriched the content available to users and organized the information in an easy-to-navigate fashion; the new HEDNA.org will definitely be a tool that industry professionals will be using on a daily basis"

Highlights of the new website include:

- The latest hotel distribution news from Hsyndicate
- Job bank that displays information from qualified job candidates and available industry positions
- Calendar of HEDNA and other hospitality conferences
- Links to organizations which maintain industry statistics
- Past Conference and Learning Session presentations
- Committee resources that are available to HEDNA members
- Catalog of available White Papers and other HEDNA publications
- Valuable benefits available to HEDNA members attending industry events and more.

Mark Wong, Executive Vice President of Open World is equally as thrilled with the results of the project. "We are delighted with the transformation that we've been able to create for HEDNA. Our client base is hospitality organizations, so we were able to apply our depth of experience in this niche field toward a website that is visually stylish, functional and truly relevant to the everyday needs of distribution professionals." Under the oversight of **Marion Hughes**, Director of Business Development, Open World collaborated closely with the HEDNA Board of Directors to build the site that would be the "one-stop-shop" for hotel electronic distribution information.

About HEDNA

The Hotel Electronic Distribution Network Association (HEDNA) is a not-for-profit trade association whose worldwide membership includes executives and managers from over 200 of the most influential companies in the hotel distribution industry. Founded in 1991, all of HEDNA's activities are intended to stimulate the booking of hotel rooms through the use of GDS, the Internet and other electronic means. HEDNA brings all segments of the hotel industry together to evolve systems and services into electronic distribution that is easy and efficient. Additional information on HEDNA is available by calling +1 (703) 970-2052 or by visiting www.hedna.org.

About Open World

Open World provides effective e-commerce solutions for the global travel and hospitality industry. Established in 1995 and now with 11 global offices in Asia, Europe and The Americas, it has a proven track record and market in excess of 2,000 hotel web sites for more than 60 brands in over 10 languages. With its winning combination of Professional Services and Travel Agency teams, it integrates intuitive design and creative ingenuity with search marketing science, advanced web engineering and revenue-generating opportunities, all designed to increase direct online business and return on investment. For more information, please visit .

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