



Select Italy Press Release

Date: August 9, 2005

For Immediate Release

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SMART²BOOK™ HOTEL RESERVATION SYSTEM FROM SELECT ITALY MERGES TWO TRAVEL WORLDS ONLINE

Select Italy Brings Together the World of Full-Service and Do-It-Yourself Hotel Shopping

Chicago, IL August 9, 2005- The advent of live booking travel sites has split the travel market into two different classes of customer: those who take the time to plan their vacations themselves and those who seek out assistance. In another step to revolutionize the Italian travel industry, Select Italy announces the creation of the new Smart²Book™ Hotel Reservation System. The Smart²Book™ Hotel Reservation System lets customers choose for themselves whether to invest their time in their own hotel search or to enlist the help of an expert to narrow down their options.

The Internet is crawling with hotel-booking websites, which makes looking for a specific hotel extremely daunting. Travelers looking for properties off the beaten track, look again. Most of the most desirable properties have no web-presence at all, even on the cavalcade of live-booking sites.

Travel agency, Select Italy, offers its customers a two-fold Smart²Book™ Hotel Reservation System to combine the best parts of both of these two worlds. "We have created an unique online experience with the Smart²Book™ Hotel Reservation System," states Andrea Sertoli president of Select Italy. "Customers have the option to search and buy right off the bat, or can choose to take advantage of the knowledge of one of our Italy experts. The Smart²Book™ Hotel Reservation System is similar to walking into a store and having the option to shop on your own, or to hire a personal shopper."

The Smart²Book™ Hotel Reservation System contains two separate and distinct portfolios. Through a partnership with Venere.com, Select Italy has created an Italy-specific live booking hotel database. This "self-service" portfolio allows individuals to search for and book hotels 24 hours a day via any computer with an Internet connection. With the "self-service" portfolio, travelers are able to find cheaper rates, avoid upfront payments and take advantage of an extremely flexible cancellation policy. The full-service portfolio is an exclusive collection of the finest hotel properties in Italy – many of which are not available for booking through other Internet reservation systems- that the Italian travel experts of Select Italy have individually researched, vetted and approved. The full-service booking portfolio offers properties and vacation packages that are often more exclusive, culturally authentic and harder to find.

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“Select Italy has always specialized in helping travelers navigate the Italian culture and in assisting them to experience the perfect vacation. Our offices in Italy have spent years exploring and researching premier travel vendors all over the country. Our goal is to be the ultimate source for travel to Italy, to give our customers every option possible and with a high level of customer service. Our Smart²Book™ Hotel Reservation System is another way of Select Italy fulfilling that goal”

For more information of the Smart²Booking™ Hotel Reservation system, log onto www.selectitaly.com. To discuss story ideas, contact Nathan Janitz at 1-800-877-1755 or by email at Nathan@selectitaly.com.

Select Italy is an award winning travel agency specializing in Italy. Select Italy offers a wide array of products and services, which include customized itineraries, museum reservations, tickets to music & cultural events, private guided services, transportation and accommodations. All of which are available for purchase online at www.selectitaly.com. Select Italy has been on the Travel +Leisure “A-list of Super Agents” for 4 years, and in 2005 its website won an Ultra Web Award and was also nominated as a Webby Award finalist. Founded in 1997, company President Andrea Sertoli said, “Italy remains an unmatched destination with the warmth of its people, its heritage, its sheer physical beauty. With our specialized knowledge and inside information behind every travel plan we make, our clients enjoy everything Italy has to offer.” More information can be accessed through <http://selectitaly.com/pressroom.php> or by calling (800) 877-1755.

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