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Hospitality eBusiness Strategies Wins “Best in Class” Interactive Media Award for the Silver Legacy Resort Casino Website

Hospitality eBusiness Strategies (HeBS) wins four Interactive Media Awards (IMAs) in the Hotel/Resort category, including the highest IMA honor of ‘Best in Class Award’ for the Silver Legacy Resort Casino Website.

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New York, NY - July 7, 2010 - Hospitality eBusiness Strategies (HeBS), the hospitality industry's leading full-service Internet marketing and direct online channel strategy firm, today announces its receipt of the Interactive Media Awards' (IMA) highest honor, the "Best in Class Award," for the Silver Legacy Resort Casino website. Additionally, HeBS was awarded three Outstanding Achievement awards from the prestigious IMAs.

Best in Class Award Winner:

- [Silver Legacy Resort Casino](http://www.silverlegacyreno.com) - www.silverlegacyreno.com

Outstanding Achievement Awards:

- [Original Resorts](http://www.originalresorts.com) - www.originalresorts.com
- [Portola Hotel & Spa](http://www.portolahotel.com) - www.portolahotel.com
- [Spring Break in Daytona Beach](http://www.springbreakindaytonabeach.com) - www.springbreakindaytonabeach.com

Created by the Interactive Media Council, Inc. (IMC), a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, the IMAs recognize the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievements.

The Best in Class Award indicates a website has excelled in all areas of judging criteria and has achieved a perfect, or near perfect, overall score. It is the highest honor bestowed by the IMC.

Similarly, in order to receive recognition for Outstanding Achievement, a website must excel in Design, Content, Feature Functionality, Usability, Standards Compliance and Cross-Browser Compatibility.

"HeBS has been a great partner for Silver Legacy. Their commitment to brainstorm with us to develop new marketing strategies and their attention to detail during project execution has been a tremendous asset. This award is confirmation of those efforts" said Chad Hallert, Director of E-Commerce & Internet Marketing for Eldorado Hotel Casino and Silver Legacy Resort Casino.

"We are proud to have received four honors on behalf of our clients—including a Best in Class Award—from the renowned Interactive Media Council" said Max Starkov, HeBS' President & CEO. "This year 45% of all hotel bookings in North America will be online. Today's hotel website carries the burden and responsibility of generating the bulk of bookings for the property. At HeBS we are continuously striving to achieve the very best results for our clients by combining award-winning website design with a comprehensive direct online channel strategy that will produce significant revenues and meaningful ROIs. These awards are a testament to this methodology and the successful HeBS/client partnership."

Hospitality eBusiness Strategies has won many top [Interactive Media Awards](#) as well as some of the most [prestigious awards in hotel website design and hospitality Internet marketing](#). An impressive portfolio of clients has already partnered with the industry leader in direct online channel strategy—an agency that produced [2240% ROI for its full-service clients](#) in 2009.

About HeBS

Hospitality eBusiness Strategies (HeBS), based in New York City, is an award-winning, full-service Internet marketing and Direct Online Channel Strategy firm, strictly dedicated to the hospitality and travel verticals. HeBS has pioneered many of the "best practices" in hotel Internet marketing and direct online distribution. The firm specializes in helping hoteliers build their direct Internet marketing and distribution strategies, boost the hotel Internet marketing presence, establish interactive relationships with customers, and significantly increase direct online bookings and ROIs. A diverse client portfolio of over 500 top tier major hotel brands, luxury and boutique hotel companies, hotel management and representation companies, franchisees and independents, resorts and casinos and CVBs has sought and successfully taken advantage of HeBS' firm hospitality Internet marketing expertise. For more information visit HeBS website www.hospitalityebusiness.com. Contact HeBS consultants at (212) 752-8186 or info@hospitalityebusiness.com.

About Interactive Media Awards

The Interactive Media Awards (<http://www.interactivemediaawards.com>) recognize the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievement. The awards competition is open to individuals and organizations involved in designing, developing, managing, supporting and promoting websites.

About the Interactive Media Council

The Interactive Media Council, Inc. (IMC) (<http://www.interactivemediacouncil.org>) is a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals. IMC established the Interactive Media Awards (IMA) competition in an effort to elevate the standards of excellence on the Internet and offer talented web professionals a boost in marketing and exposure. IMC serves as the primary sponsor and governing body of the awards program, establishes the judging system and provides the judges for the competition.

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