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RoomSaver.com Enhances Web Site by Adding Unparalleled New Features

By Katie Glaser

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February 20, 2004, Norfolk, Va. - RoomSaver.com (www.roomsaver.com), the Web's most comprehensive source for hotel discounts and a division of Trader Publishing Company, today announced the addition of several new and aesthetic changes to the site. The recent modifications include a more distinct location for the Featured Advertisers, larger ad objects, streamlined navigation menus as well as more visible links to advanced search options and travel resources. In addition, these modifications will allow hospitality professionals to reach more qualified, value-conscious travelers and users will be able to perform a more efficient search for hotel coupons.

"We're always adding features that make finding the best hotel rate on RoomSaver.com easier," said Brad Petersen, business development manager of RoomSaver.com. "Our goal is to provide a targeted search so travelers can find the best deal and our advertisers receive the most traffic."

Hospitality professionals and travelers will benefit from the Featured Advertisers' listings, which are now more prominently displayed on the Home Page. Not only does this make it easier for the user to find our best advertisers, but it also gives much more exposure to our advertisers.

The ad objects including one banner, four buttons and one sponsorship ad are now clustered together on the right-hand side of the Home Page. Further, the banner and sponsorship ads are larger to ensure maximum exposure for hospitality companies.

The navigation menus include sub-menus that display beneath their respective main menus in red, going across the Home Page. This cleaner navigation will help travelers find hotel deals even more quickly and will create more space for hospitality professionals' ads.

RoomSaver.com's advanced search options such as the search by ZIP code and Canadian listings as well as travel resources like the Rate Checker, are now broken out into links on the left-hand side adjacent to the U.S. map. As these options and resources are now notably displayed, our

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value-conscious travelers can more efficiently search for their money-saving hotel coupons.

Headquartered in Norfolk, Va., RoomSaver.com is a leading provider of online hotel coupons. As a division of Trader Publishing Company and part of Trader's family of over 20 Web sites, RoomSaver.com provides a comprehensive hotel coupon database for travelers while serving as a convenient and effective advertising forum for hoteliers and affiliate travel businesses. For more information about RoomSaver.com, call toll-free 800.766.6728 or visit www.RoomSaver.com.

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New Jersey Resident Wins \$500 National Sweepstakes

By Katie Glaser

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December 17, 2003, Virginia Beach, Va. - RoomSaver.com (www.RoomSaver.com) is pleased to announce the winner of their second national Visitor Sweepstakes drawing. Ms. Laurie Couri of East Rutherford, New Jersey is the recipient of a \$500 cash prize from RoomSaver.com.

"I am thrilled to have won this sweepstakes," said Couri. "I have passed along your Web site to my family and friends for the information and services your site can provide. My family will be using your site in the future, as we are in the beginning stages of planning a trip to Orlando." Couri, who is shopping for hotel discounts, entered the sweepstakes during a recent visit to RoomSaver.com.

RoomSaver.com has held one previous Visitor Sweepstakes contest, which was launched in June 2003. The most recent sweepstakes ran through November, a time period when site visitors were given unlimited entry opportunities. A random drawing was held on November 26, during which Laurie Couri's name was chosen.

RoomSaver.com created the Visitor Sweepstakes as an added value for users of the Web site. The contest was designed not only to drive traffic to RoomSaver.com, but also to give potential visitors an incentive to visit the site, and a reward for doing so.

Designed to be the Internet resource for value-conscious travelers, RoomSaver.com provides travelers a user-friendly way to browse over 9,000 hotel discount coupons and easily navigate the detailed results. Additionally, travelers can join the Travel Club and receive weekly e-newsletters advising them of the week's lodging specials as well as save coupons to their online coupon book from session to session and throughout their membership.

Headquartered in Virginia Beach, Va., RoomSaver.com is a leading provider of online hotel coupons.

As a division of Trader Publishing Company and part of Trader's family of over 20 Web sites, RoomSaver.com provides a comprehensive hotel coupon database for travelers while serving as a convenient and effective advertising forum for hoteliers and affiliate travel businesses. For more information about RoomSaver.com, call toll-free 800.766.6728 or visit www.RoomSaver.com.
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