



PRESS RELEASE

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Joie de Vivre Hotels partners with HyperDisk Marketing to Increase Online Conversion, Visibility & Web Revenue through Search Engine & Integrated eMarketing

Irvine, CA – HyperDisk Marketing, Inc, a leader in strategic emarketing services for the hospitality industry, announced today that it has been selected to partner with Joie de Vivre Hotels (JdV) in managing their online marketing efforts. Joie de Vivre launched a new corporate website in 2007. After considerable due diligence, they chose HyperDisk to expand distribution and visibility of their hotel portfolio; enhance functionality of their corporate and subsidiary websites; and increase conversion of “lookers-to-bookers” with improved site presence on major search engines and travel portals.

Much like Joie de Vivre’s growth and success over the past several decades, HyperDisk has an impressive track record. For over 10 years, HyperDisk has managed digital marketing campaigns for hotels, resorts and major hospitality companies around the world, demonstrating consistent growth. HyperDisk has worked with over 250 multi-branded hotels, capitalizing on their ability to create and expand website revenue through integrated fusion marketing tactics.

“We felt it was important to find an emarketing partner that would immediately propel our online exposure.” Said Lisa Demoney, Director of Online Marketing at Joie de Vivre Hospitality. “Our website contribution to the bottom line continues to be a major area of success for our Brand, and HyperDisk will oversee and direct our Search & Integrated eMarketing efforts to substantially increase direct revenue, reduce our acquisition costs and provide exceptional ROI.”

HyperDisk will be focused on providing the JdV portfolio with significant search engine marketing exposure in all JdV hotel markets, including San Francisco, Marin, Silicon Valley, Los Angeles, Orange County, and Central California. Search Engine Marketing contributes as much as 85% of all web traffic to the hotel industry, and it is the leading marketing outlet for driving purchasing decisions on-and-offline, as reported by *eMarketer* and *Hotels Magazine*.



"We are very excited about this partnership, as we plan to make JDVHotels.com the dominant hotel travel portal for leisure and corporate traveler's looking for something unique and personal in the California market." said Steven V. Seghers, HyperDisk Marketing's president. "Our objective is to create a highly relevant search and emarketing strategy that will significantly increase the exposure of JdV hotels and provide new potential guests with a clear path to book 'the joy of life'."

About HyperDisk Marketing

Founded in 1993, HyperDisk Marketing Inc. (hyperdisk.com) is a leader in strategic emarketing services, technology implementation and full-service emarketing rollouts for companies nationwide. Based in Irvine, California, HyperDisk offers clients a nuanced service strategy focused on driving sales. In order to help clients maximize ROI, HyperDisk emphasizes proactive brand ignition, effective creative design, search engine marketing, and aggressive Fusion Marketing techniques. HyperDisk represents over 150 hotels in 26 states, and is one of the most awarded eHospitality agencies in US. In addition to hospitality, HyperDisk represents major corporations in the pharmaceutical, foodservice, financial and real estate industries.

About Joie de Vivre Hospitality

Based in San Francisco, Joie de Vivre Hospitality (www.jdvhotels.com) is a creative collection of lifestyle businesses. As California's most prolific hotel operator, the Joie de Vivre portfolio encompasses 37 hospitality businesses in California, including 30 boutique hotels. These properties represent a total of over 2,800 rooms and include five distinctive restaurants and bars. The company also owns and operates San Francisco's largest day spa, the Kabuki Springs & Spa. Each property celebrates California through a unique visual style, uncompromising design principles, one-of-a-kind amenities and personalized service. "Our goal," notes Joie de Vivre founder and CEO Chip Conley, "is to create landmark destinations full of soul and personality."

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