



PRESS RELEASE

Contact: Steven Herron
Hyperdisk Marketing, Inc.
Office: 1+757-482-7115
Mobile: 1+949-751-8395
Email: sherron@Hyperdisk.com

Contact: Michael Mustafa
Director of Sales & Marketing
St. Regis Resort, Monarch Beach
Office: 1+949+ 234-3228
Email: michael.mustafa@stregis.com

Extreme Online Makeover for St. Regis Monarch Beach Resort

Irvine, CA – Hyperdisk Marketing, Inc, a strategic digital marketing and communications firm, announced today that it has been selected to create a new, dynamic, and engaging online presence for the St. Regis Resort Monarch Beach, located in Dana Point, CA. Simultaneous with this development, Hyperdisk Marketing will implement an aggressive emarketing plan designed to expand distribution and visibility, deliver substantial ancillary revenue, and increase sales conversions with improved brand presence on major search engines and travel portals.

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 hybrid marketing tactics. With its impressive track record, Hyperdisk maintains a dominant position in the luxury segment. Exemplars include Enchantment Resort (Sedona, AZ), The Drake Hotel (Chicago, IL), the Jefferson Hotel (Richmond, VA), PlumpJack Group, and Joie de Vivre Hotels.

“Hyperdisk demonstrates that they understand the luxury segment and more importantly what drives the luxury customer,” said Michael Mustafa, Director of Sales and Marketing, St. Regis Monarch Beach. “They consistently provide customized service and a very stylistic approach to creative development that is focused on results.”

Hyperdisk will focus on providing the St. Regis Monarch Beach with significant search engine marketing exposure and hybrid marketing tools to deliver the maximum number of “view-throughs” that drive bookings. 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*

“It is very exciting to be working with one of the most recognizable brands in the luxury category and Makar Properties, a premiere company who are excellent stewards of the environment while being extremely successful in asset management and development.” said Steven V. Seghers, Hyperdisk Marketing’s president. “Our objective is to create a very stylistic and creative site that reflects the quality of the resort and delivers a strong “experiential” flow that improves guest service and bookings. We anticipate exceeding their goals through an efficient and productive strategic and tactical plan that will significantly increase the exposure of the resort.”

About Hyperdisk Marketing

Founded in 1993, Hyperdisk Marketing Inc. (hyperdisk.com) is a leader in strategic emarketing and communications services for companies nationwide. Based in Irvine, California, Hyperdisk offers clients a nuanced service strategy focused on driving sales, increasing brand visibility, and improving customer loyalty. In order to help clients maximize their ROI, Hyperdisk emphasizes proactive brand ignition, effective creative design, search engine marketing, and aggressive hybrid marketing techniques. Hyperdisk represents over 150 hotels in 26 states, and is the most awarded agency by Hospitality Sales and Marketing Association International (HSMIA) over the past two years. In addition to hospitality, Hyperdisk represents major corporations in the pharmaceutical, foodservice, financial and real estate industries.

About Makar Properties

Makar Properties, LLC is a diversified real estate development company that specializes in innovative master-planned communities and mixed-use, resort, retail, golf, office and residential properties in premier locations and high-growth markets.

Makar was established as a company intent on improving the lives of those we touch through that which we develop; a company devoted to creating the very best while taking into account community needs and environmental constraints; a company focused on stewardship and creating superior investor value. Makar's knowledge and experience, coupled with core values of innovation, responsibility and results, provide a solid foundation on which to acquire and develop only the most exceptional properties.

About St. Regis

The St. Regis is one of Starwood's luxury brands. The first St. Regis hotel was built in 1904 in Manhattan, and in the 1930s under head bartender Fernand Petiot introduced America to the Bloody Mary cocktail. The St. Regis brand has since expanded to 20 properties around the world, and there are 21 more properties in development. From New York to Beijing, each St. Regis is desirably located. We are honored to offer the extraordinary world of luxury awaiting you at St. Regis Hotels & Resorts.

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