



Your Event, Made Simple™

For Immediate RELEASE:

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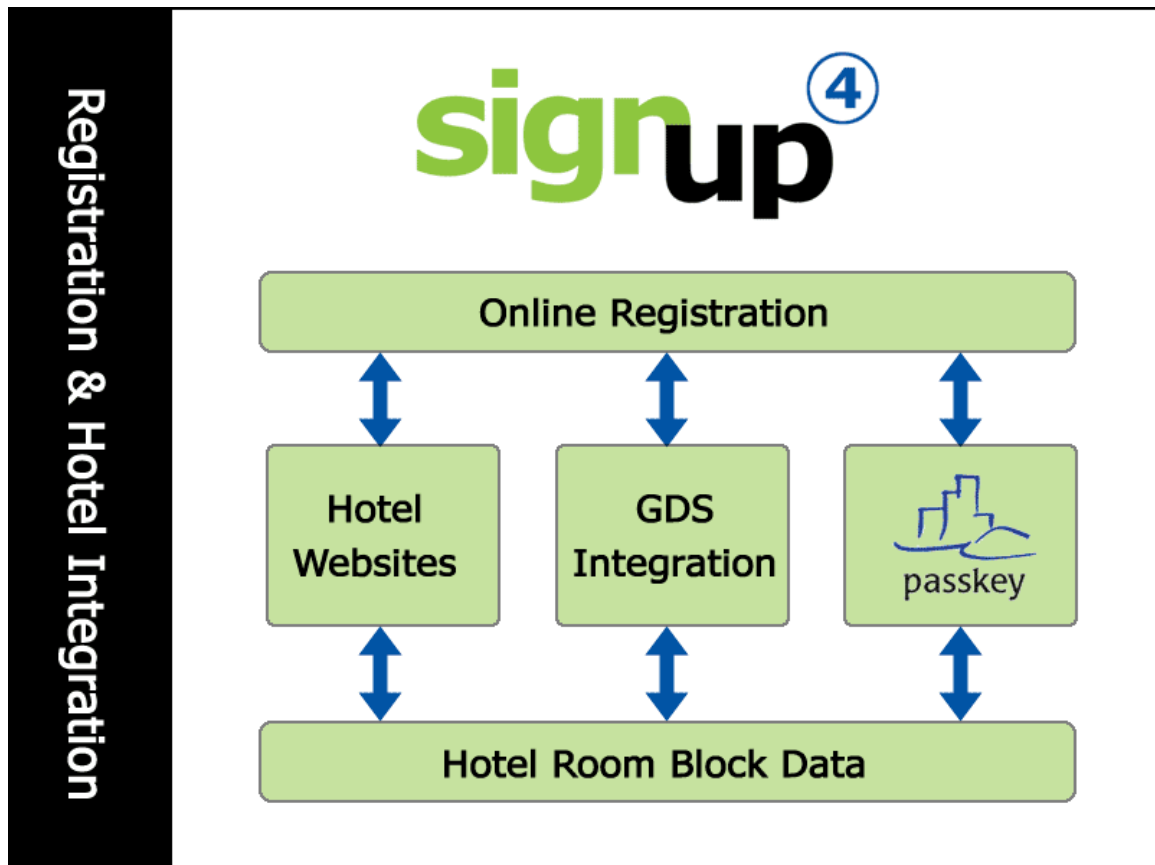
SignUp4 Releases New Hotel Room Block and Roommate Pairing Module

ATLANTA, GA., December 20, 2004. SignUp4, the leading provider of registration, survey and data management solutions to the Fortune 2000, today announced the general availability of its new Hotel Room Block and Roommate Pairing Module to all existing and new clients.

SignUp4's latest product module provides planners with the tools to manage all aspects of their rooming requirements for events. With the Room Block Manager, planners can simultaneously manage multiple properties and unlimited room types within each property. Planners can collect information in a variety of different question types, including select one buttons and drop down lists. Occupancy limits can be placed on any room type and the SignUp4 system automatically maintains real-time inventories. Current inventory status can be displayed via a room block grid and dynamic pickup reports. Planners can add custom instructions to any property or block and the system will automate the management of shoulder dates.

For events where rooms are shared between attendees, planners can implement SignUp4's new roommate pairing module to automate the process of roommate selection and assignment. Planners can upload a roommate list which allows each attendee to select their roommate while they register. The SignUp4 system automatically manages the list as changes are made and roommates are selected. The list is maintained dynamically and planners can see up-to-the-second changes as each registration is processed by the application.

Ultimately, SignUp4 provides planners with various ways to combat attrition. The new module can be integrated directly into hotel reservation systems via the following means:



By leveraging these capabilities, the available room selection options can be taken directly from hotel inventory and stored into the hotels' reservation system during the registration. Block numbers can be assigned to the attendee room request and a reservation number can be assigned to the attendee within the SignUp4 system and automatically sent out in the confirmation email. Planners can access all Registration and Hotel information centrally through SignUp4's consolidated reporting.

About SignUp4

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for event planners and corporate entities. Clients enjoy an enhanced event planning and management experience through flexible, quality solutions. You can visit SignUp4's website at www.signup4.com or call at 404.237.8945.