



Clarification Letter from Rooms4U

Dear Accommodation provider

Thank you very much for taking the time to read this message, which serves to answer some questions that have arisen since the launch of Rooms4U.

The Rooms4U team is offering all accommodation providers across South Africa the opportunity to register their details on the accommodation database and early in 2010 if you still have rooms which you wish to make available to the general public, then you can do so on this real time booking portal.

To this end we request that accommodation providers, who wish to make use of our product, take this opportunity to register on our website, www.rooms4u.co.za. After you have verified your details, we will be in touch with you to provide you with more information on the process going forward, including how to list your stock and how the booking system will work.

For more information on Rooms4U you are welcome to contact Brett Dungan brett@iafrica.com or 083-444-1222

While the initiative has been welcomed by the National Department of Tourism (NDT) and South African Tourism (SAT) and has the support of the Tourism Business Council of South Africa (TBCSA), the Federated Hospitality Association of South Africa (Fedhasa) and South African Tourism Services Association (SATSA). We would like to clarify that Rooms4U is not an initiative of the National Department of Tourism or the government. Rooms4U is a private sector driven initiative which aims to create a much needed comprehensive South African accommodation portal to provide a service to members of the public and all types of accommodation providers in a real time environment with no barriers to entry.

Updating your property (and completing the verification process) is the first step. The next phase will be to update the system with rooms you have available from 1 March 2010 onwards should you wish to. Once this is done your world-wide exposure to all travellers and potential customers will commence. This will be available to all local and international travellers wishing to reserve and purchase rooms from your establishment during this period.

While Rooms4u are confident that this site will allow all of the industry the ability to place their real time availability on a level playing field to the market at no cost unless a confirmed sale takes place, this is only one of many possible mechanisms. The accommodation establishments are as always free to choose their route to market.

We hope you will take the time to visit our portal and update your details.

Regards

www.rooms4u.co.za