



PRESS RELEASE
For Immediate Distribution

Contact: Lindsay Hansen
(480) 205-6195 cell
lhansen@hpnglobal.com

Hospitality Performance Network Global Goes Mobile
*Company Makes Game Changing Announcement
in advance of MPI's 2010 World Education Conference 2010*

Scottsdale, Ariz. (July 19, 2010): **Hospitality Performance Network Global**, the world's most global site selection and meeting procurement company, announced today a strategic partnership with QuickMobile Inc.

QuickMobile, the leading mobile applications' developer helping organizations "mobilize" their services, will provide mobile applications with exclusive event application functionality for convention and meeting planners which utilize HPN Global.

"It is very natural to bring meetings and mobile phone application technology together," said Bill Kilburg, chairman and CEO of HPN Global. "In this market, our goal is to continually upgrade the value proposition for our customers and make it abundantly clear why they should choose HPN Global for their site selection and meeting procurement needs. We believe providing meeting planners with access to a turnkey mobile platform application solution via QuickMobile's MobileEvent™ Applications platform is a game changer for us and the customers we do business with."

Mobile event applications can be downloaded onto any smart phone device and enhance meeting attendee experience, generate significant additional revenue streams for the meeting sponsor through a variety of promotional opportunities, and help groups to become more efficient and environmentally conscious by printing less information.

Features of the event applications offered by HPN Global include:

- Real-time on-the-go searchable event program agenda
- Speakers Information and Profiles
- Access to convention Twitter, Facebook and other social networking feeds
- Quick Access to Pathable
- Listing of all attendees
- Attendee to attendee communication capability through the mobile app
- Full search capability in the attendees listing
- Attendee personal My Schedule
- What's On Now and geopositioning capabilities
- Sponsor details
- City Guides



Kilburg added, "With the size of the meetings industry globally we believe the time is right for cutting edge solutions for our customers such as this, we have a history of finding ways to differentiate ourselves from

our competition and evolve this segment of the business, starting with our proprietary procurement system, this partnership continues that part of our DNA. The ability to provide mobile application technology along with our proprietary RFP system ensures that we continue to deliver our customers incredible service and value and remain the technology leaders in the 3rd party meeting planning space. This partnership with QuickMobile gives our customers yet another reason to select HPN Global over our competition.”

David Snell, QuickMobile’s EVP Marketing and Sales stated, “We are extremely proud to have HPN Global join us as our strategic partner in the marketing and support of our mobilization solutions specifically aimed at events worldwide. HPN is well positioned as one of the world’s premier global site selection and meeting procurement companies to recommend and support our industry leading mobile solutions for event attendees, meeting planners and the venues themselves.”

For more information on the “MobileEvent™ Application offered by HPN Global,” visit www.hpnglobal.com/eventapp. To learn more about how HPN Global can help you with your next meeting or event, contact us at information@hpnglobal.com.

About Hospitality Performance Network Global

Scottsdale-based HPN rebranded under the name HPN Global in March 2010 to better align with its mission of becoming the world’s most global site selection service provider. With meeting procurement professionals in 36 countries all over the world, HPN Global is committed to being an industry leader – not one founded on being the largest company, but one focused on being the best. HPN Global boasts the most experienced team in the industry and provides clients with a unique service level that is driven by that experience along with its proprietary procurement system. To learn more, visit www.hpnglobal.com or follow us on www.twitter.com/hpnglobal and www.facebook.com/hpnglobal.

About QuickMobile

QuickMobile empowers event and venue organizers to extend their planning, implementation, sponsorship, marketing reach and brand into the mobile domain, allowing them to connect and interact with their mobile users whenever they want with personalized information wherever they may be. QuickMobile is a leading mobile business solution provider helping organizations engage their customers in new ways to improve experience and engagement in order to drive added value services, incremental revenue, marketing ROI and brand loyalty. Whether it is SmartPhone (iPhone, iPad, BlackBerry or Android) application development, mobile websites or text messaging campaigns, QuickMobile specializes in the Travel and Entertainment sectors that are increasingly focused on developing new sources of revenue, differentiation and market share. To learn more information about QuickMobile, please contact Julie West at 604.875.0403 or email julie.west@quickmobile.com .

RELATED EVENT



Meeting Planners International (MPI) World Educational Conference (WEC) 2010
July 24-27, 2010 Vancouver, Canada

TAGS

New technologies in hospitality sales and marketing, internet marketing strategies for meeting planners, reduce convention cost, green meetings, mobile meeting applications, meeting apps, event applications

for corporate meeting planners, mobile applications of meetings, HSMAI, MPI, #WEC10, QuickMobile, Meeting Planners International, Meeting Convention, HPN, HPNGlobal, Hospitality Performance Network.

###