

For Immediate Release

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**BLUE CANOPY PRESENTS AT TRAVEL INDUSTRY ASSOCIATION'S
EDUCATIONAL SEMINAR FOR TOURISM ORGANIZATIONS**

*Binod Taterway, Blue Canopy Chief Strategy Officer, Presents Technology Solution for
Destination Marketers, Giving them a Competitive Edge over Traditional Internet Booking Sites*

Reston, VA, September 8, 2005 – Blue Canopy, a strategic IT management partner to Fortune 1000 and Global 2000 organizations, was chosen by the Travel Industry Association of America (TIA) to present their unique booking solution, 4pi™ (4th party integrator methodology) at the recent Educational Seminar for Tourism Organizations' (ESTO) annual conference held in Coeur d'Alene, Idaho late last month.

Binod Taterway, Chief Strategy Officer of Blue Canopy, presented to participants from over 150 tourism offices and destination marketing organizations across the country who attend ESTO each year to discuss fundamental and pressing issues affecting destination marketing with their peers and other industry leaders.

In his presentation, Mr. Taterway explained that in order for destination sites to achieve continued success, several issues need to be addressed in regards to their information infrastructure:

- Updating technology;
- Standardizing communication channels;
- Establishing "one view" from the customer's perspective with independent suppliers and intermediaries
- Fully exploiting the customer driven aspects of distribution brought on by the Internet;
- Addressing effective distribution of products like cruises and specialized vacation packages.

Mr. Taterway suggested 4pi applied to the hospitality industry can be thought of as a “switch,” providing critical website and marketing capabilities utilizing various third party solutions to destinations, properties, CVBs, and hotel chains. In addition, with Blue Canopy’s 4pi Performance Dashboard, these organizations can now have the unique ability to integrate all IT processes and service data on one easy-to-use interface for fully optimized IT management.

“We were extremely pleased with how quickly Blue Canopy stepped up to the challenge,” said Mike Pusateri, Chief Operating Officer of TIA. “Binod quickly grasped the issues faced by many destination marketing professionals and was right on the money in presenting a solution that is both dynamic and cost effective.”

Blue Canopy continues to make great strides within the hospitality industry. Their client list includes Hyatt.com, where they recently provided complete program management to deliver a complex website solution. The project involved over a dozen stakeholders and outside providers. Results were delivered in 2.5 months and included the complete integration of all vendors critical to the process. In addition, Blue Canopy has developed and delivered a technology strategy to integrate disparate systems within Avendra, which offers comprehensive procurement solutions to the hospitality industry. It also provided Avendra with business systems development of turnkey solutions, as well as, pricing and audit capabilities. Blue Canopy has also served as technology advisor and implementer to TIG Global, a hospitality marketing company, assisting them in developing an integrated architecture of highly-functional websites for individual hotel properties, management companies, and hotel chains.

About Blue Canopy

Blue Canopy is the national pioneer and thought leader in aligning business and information technology (IT) interdependencies, employing their industry-leading 4th-party integrator (4pi™) methodology to solve the toughest problems currently facing the IT sector. Blue Canopy has experienced four consecutive years of triple digit revenue growth and their impressive customer base includes leading Fortune 1000 and Global 2000 firms in both enterprise and government verticals. Blue Canopy's Government Services team operates as BC Fed Group, LLC, bringing Blue Canopy hallmark value to clients in both Civilian and Defense organizations of the Federal Government. For more information about Blue Canopy, visit www.bluecanopy.com.