



**VESTIVO RV AND FRIEND COMMUNICATIONS
PARTNER TO DELIVER VALUE-ADDED SOLUTIONS
FOR THE OUTDOOR RECREATION INDUSTRY**

Vestivo RV and Friend Communications are working together to offer the outdoor hospitality industry a flexible integrated front office and online reservation management solution.

“We believe that by working together we can provide park owners with an integrated system that enables real-time, online reservations, with front office software and property management tools,” said Travis Nance, president of Vestivo RV. “We are excited about joining efforts to continue to bring comprehensive new solutions to the industry.” According to Nance, the Friend technology's open architecture enables easy system expansion with tools that will help campground owners do business more efficiently.

The Friend online, real-time reservation system, ReservationFriend, will work in conjunction with Vestivo's Reservation and Property Management system. “When we started developing a solution for park owners, we wanted something that would be flexible, agile and convenient. We looked at existing solutions available to this industry and we felt Friend was an attractive partner because we shared the emphasis on providing web-based solutions that park owners desire,” Amy Williams, chief operating officer of Vestivo RV, explained.

Williams also noted that the Friend team was enthusiastic and knowledgeable – and the park owners that Vestivo talked with had good things to say about Friend products and support.

The integrated system provides campground owners with easy-to-use online reservation capabilities. The “real-time” solution immediately updates inventory, so park owners always know what sites are available, without fear of double booking. Friend Communications also provides a broad spectrum of advertising and marketing tools to drive consumer transactions online - 24/7.

“More and more users are turning to the Internet to handle travel reservations, so campground owners are looking to take advantage of the trend and they need solutions specific to their needs. We offer technology that easily integrates the front-office activities with online reservations” said Deb Kohls, vice president of business development at Friend.

Friend Communications Inc., a subsidiary of Leisure Holding Inc., provides an integrated

portfolio of services, including online reservation technology, advertising infrastructure and marketing services to the outdoor recreation industry. Friend is committed to delivering best-of-breed products and marketing support to unite the businesses that makeup this vertical. Through industry partnerships and its sister company, Camping.com, Friend enhances the consumer's online experience by providing outdoor recreation-centric information, resources and an extensive online reservation network for locating RV parks and campgrounds.

Vestivo RV is a division of Reservation Management Solutions Inc. (RMS). Through its Vestivo line of products, RMS offers premier reservation and property management solutions for RV park and campground operators. Vestivo provides fully integrated solutions designed to improve business efficiency and allow clients to focus on what matters most – their customers. The Vestivo team is comprised of industry and technology professionals who know how to help businesses overcome their challenges. RMS was founded in cooperation with AdventGX Inc., a provider of technology solutions for the experiential tourism industry. For additional information, please contact Vestivo at 979-229-4977; on the Web at www.vestivorv.com; or via e-mail at info@vestivo.com.

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