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FOR IMMEDIATE RELEASE**Cendyn Announces Acquisition of Guestfolio**

Boca Raton, Fla. – November 29, 2016 – Cendyn, the leader in cloud-based software and services for driving sales and marketing performance in the travel and hospitality industry, announced today that it has acquired Guestfolio Communications (“Guestfolio”), a leading CRM marketing platform for boutique hotels.

With Cendyn’s acquisition of Guestfolio, the company will offer an unprecedented ability for hoteliers to tailor their guest experience and digital marketing solutions to meet competitive marketplace demands and drive profitable revenue growth. Guestfolio’s focus on guest engagement and marketing automation for independent boutique hotels combined with Cendyn’s data-driven enterprise hotel CRM solution will create the most comprehensive and scalable CRM product suite in the industry.

“We are thrilled to welcome Duane and the talented Guestfolio team to the Cendyn family,” said Cendyn CEO, Charles Deyo, “Both Cendyn and Guestfolio are experts in leveraging data to engage guests throughout their travel journey, and this acquisition will allow hoteliers of all sizes the ability to scale a CRM solution that drives loyalty, guest engagement, and profitable revenue growth”

Duane Hepditch, CEO of Guestfolio, will join the Cendyn executive team as the Senior Vice President of Product Marketing, and the remainder of the Guestfolio team will serve as the West Coast hub for Cendyn, with offices in Whistler, British Columbia.

“Cendyn provides the global experience and service infrastructure we need to satisfy the incredible demand in the hospitality industry and our growing customer base,” said CEO of Guestfolio Duane Hepditch. “Bringing our teams together will allow us to accelerate our product development and truly define the future of travel technology.”

About Cendyn

Cendyn is the leading provider of travel and hospitality software solutions, delivered via the Cendyn Hospitality Cloud – an integrated technology platform with the most complete set of applications available for driving sales and marketing performance. The Cendyn Hospitality Cloud delivers results via two main solution sets. Cendyn/ONE provides Hotel CRM and Data-Driven Digital Marketing solutions for growing transient leisure bookings, guest engagement, and loyalty. Cendyn/EVENTS provides Event Management and Hotel Sales solutions for capturing group business and streamlining the event sourcing, planning and execution process, enabling enterprise spend levels in excess of \$1 billion USD annually. Cendyn proudly serves over 30,000 clients in 143 countries from office locations in Boca Raton, Atlanta, Boston, San Diego, Toronto, London and Singapore. For over 20 years Cendyn has delivered profitable revenue growth through innovative products and services. For more information on Cendyn, please visit <http://www.cendyn.com>.

About Guestfolio

Guestfolio is the hotel marketing platform for boutique hotels that drives guest engagement, retention and conversion throughout the travel journey. With the guest profile at the heart of what Guestfolio does, independent hoteliers have the opportunity to personalize the travel experience for their guests, gain insights on their guests and use tools that build lasting brand loyalty and encourage increased conversions from OTAs to direct bookings. Guestfolio also provides a unique marketing resource and community for hospitality professionals around the world.

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