

HOTEL CASA DEL MAR INTRODUCES INNOVATIVE NEW TECHNOLOGY TO FURTHER ENHANCE CONCIERGE SERVICES

Guests Have Access To Hotel Amenities Through Their iPhones And iPod Touches

April 2009 (Santa Monica, Calif.) – Hotel Casa del Mar has implemented the innovative new runtriz™ Hotel Evolution system to offer all of their guests the best in VIP services. runtriz Hotel Evolution is a cutting edge technology that gives guests a new channel of communication with the hotel. Now, instead of picking up the phone from the guest room or walking to the front desk, guests can order in-room dining or confirm dinner reservations at Los Angeles' hottest restaurants with just the touch of a button without leaving their beach towel on the Santa Monica sand or disrupting a business meeting.

Upon check-in, the runtriz login information is presented to guests, allowing them access to a high tech, personalized guest experience using their own personal iPhones or iPod Touches. Should guests not have a personal device, the hotel is able to provide an iPod Touch for the duration of their stay. Once guests log in, they can access a plethora of hotel services through the device's touch screen, as well as continue use of runtriz beyond their stay.

Services provided to Hotel Casa del Mar guests through the runtriz hotel application include:

- Ordering **Private Dining**
- Booking **Spa Services** at the new Sea Wellness Spa
- Contacting the **Valet/Bell Desk** to request car, luggage or dry cleaning pickup
- Alerting **House Keeping** to request Do Not Disturb, room cleaning or additional linens, towels and toiletries
- **Dining Services** to browse and reserve local restaurants and eateries
- **Shopping Guide** to view local shops, as well as purchase in room items, books and make purchases online to be delivered to the hotel or a destination of the choice
- Check the **Concierge** tab to view local recommendations
- **Nightlife** icon provides information on local bars, clubs, lounges, beach areas and Hollywood hotspots
- The **Transportation** option allows guests to reserve limousine transportation, rental car or taxi cab to and from the hotel
- Touch the **Information** button to view information on the hotel, such as the address and directions
- Check hotel **Messages**
- Setting a **Wake Up Call**
- The **My Profile** option lets guests update their information in order for Hotel Casa del Mar to better anticipate personalized needs and preferences

For more information and additional services, please visit www.runtriz.com.

About Hotel Casa del Mar

Originally built in 1926 as the grandest of the opulent beach club hotels and the premier playground for Hollywood ‘A-listers,’ Hotel Casa del Mar re-emerged in October 1999, following a \$50 million restoration by Edward Thomas Hotels, parent company to Casa and its sister property, Shutters on the Beach. True to its indulgent past, Hotel Casa del Mar remains as one of the most well-appointed addresses on the West Coast, with luxurious décor evoking the grandeur and elegance of a European coastal experience. Known for its sophisticated accommodations and stylish public spaces, an indulgent and relaxing ambiance and extraordinary service and privacy, the beachfront escape provides 129 beautifully appointed guestrooms, including 17 suites, and panoramic views of the Pacific and Southern California shore. The signature restaurant, Catch Restaurant and Sushi Bar, offers innovative “market fresh” cuisine and spectacular vantages of picturesque sunsets in a comfortably elegant setting. The new Sea Wellness Spa incorporates eco-friendly design, revitalizing and health-benefiting spa treatments, and a variety of fitness programs for mind and body with the “Wellness Your Way Program.” A member of *The Leading Hotels of the World*, Hotel Casa del Mar is located at 1910 Ocean Way in Santa Monica, Calif., only 20 minutes from Hollywood, Beverly Hills and Los Angeles International Airport and adjacent to the historic Santa Monica Pier. For reservations or more information, guests of Hotel Casa del Mar can call (310) 581-5533 or (800) 898-6999, or visit www.hotelcasadelmar.com.

About runtriz™

runtriz is the premier Hollywood-based interactive design and software firm that specializes in web design, development and interactive touch screen solutions for innovative brands. Currently the leader in revolutionary hospitality product design, the company and its Hotel Evolution product are a favorite among cutting edge venues and entertainment companies for providing advanced technology and unparalleled experiences for consumers. For more information on services offered by runtriz, please visit www.runtriz.com.

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