

FOR IMMEDIATE RELEASE - (June 16, 2009)

The Hotel El Rompido Golf Evaluates NEC's Hospitality Solution to Improve Profitability and Guest Service Quality

El Rompido, Spain, London, U.K., 16 June, 2009 - The Hotel El Rompido Golf, Planitur Tourism and Leisure Consulting (Planitur), an exclusive five star hotel in Spain's southern resort area, Costa de la Luz, and NEC Corporation (NEC) jointly announced today that the Hotel will evaluate NEC's interactive guest information portal system to enrich communication between guests and hoteliers. The system will provide guests the opportunity to browse a variety of information in all 12 of the hotel's suite rooms.

The trial will run for four months in order to capitalize on the system during the high summer season, and NEC will cooperate with solution partners to assist the hotel's assessment of this new type of hospitality service through analysis of guest and hotelier feedback.

This newly developed hospitality solution will provide guests with instant access to a wide range of hotel service information while also ensuring efficient staff communications. The trial system features hotel service information, local area information, room service orders, amenity requests and others.

The Hotel El Rompido Golf has been exploring opportunities to increase revenue by providing guests with an enriched hotel experience without replacing the current ICT system. The new hospitality solution is ideal for meeting these requirements while also adding a variety of new functions to the current system.

This solution aims to enhance guest experience, increase revenue, optimize hotelier's workflow, reduce costs and harness existing hotel systems by employing web technologies. The software's modular architecture also enables hotels to introduce specific functionality modules through strategic phases.

"We are pleased to evaluate NEC's new system and we are confident in its ability to contribute to the Hotel El Rompido Golf's commitments to guest satisfaction and a unique in-room experience," said Sito Pons, director and accommodation manager, The Hotel El Rompido Golf.

Consultancy and local arrangements have been provided by Planitur, Cartaya's local tourism and leisure consulting agency. "NEC is a great partner to be building a relationship with and we are very excited to be a part of the pilot project," said Pedro Martinez-Avial Mccrae, director of Planitur. "This new system represents the future of hospitality technology and we anticipate that many luxury class hotels, similar to the Hotel El Rompido Golf, will seek to

implement this kind of new technology. This pilot project promises to become a benchmark case that many hotels refer to in the future.”

About the Hotel El Rompido Golf

The Hotel El Rompido Golf is a stunning five-star hotel of 184 rooms and 12 suites, characterized by a modern and contemporary design, which offers very comfortable accommodation and all kinds of facilities. It belongs to El Rompido Golf & Beach Resort, one of the most outstanding resorts in Costa de la Luz, in the south of Huelva. It faces out on to the mouth of Rio Piedras and it is surrounded by an immense Protected Area of Natural Landscape. At the same time, the resort has very good communication links, since it lays just one hour drive from both Faro and Seville airports and two hours from the airport of Jerez de la Frontera. Apart from the golf club Golf El Rompido (36 holes) and the sport areas, there are several other amenities, like an outdoor pool, spa area (indoor heated pool, Jacuzzi, sauna, steam room, massages, personalized beauty treatments and hairdressers), buffet restaurant, lobby bar, bar salon, snack-bar by the pool and supermarket. Furthermore, there are two conference rooms where all kind of events and celebrations can be organized and it has Internet Wi-Fi access in the reception hall. For more information: <http://www.sethotels.com/en-det-hotel-el-rompido-golf-8.php>

About Planitur

Planitur Tourism and Leisure Consulting was established in 2004 with the objective of offering an integral service to the tourist and sport sector as Consultants, specialized in the development of strategic plans and marketing, as well as activities or incentives, for private companies and Public Administrations. The young and dynamic professional team has extensive experience in tourism planning, tutoring, marketing, intermediation, information systems, and sustainability. For more information: <http://www.planitur.com>

About NEC Corporation

NEC Corporation is one of the world's leading providers of Internet, broadband network and enterprise business solutions dedicated to meeting the specialized needs of a diversified global base of customers. NEC delivers tailored solutions in the key fields of computer, networking and electron devices, by integrating its technical strengths in IT and Networks, and by providing advanced semiconductor solutions through NEC Electronics Corporation. The NEC Group employs more than 150,000 people worldwide. For additional information, please visit the NEC website at: <http://www.nec.com>.



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