

## **MMI Hospitality Chooses ZDirect's eCRM Platform for it's crown jewel, The King and Prince Beach & Golf Resort**

**St. Simons Island, GA, February 15, 2011** – The King and Prince Beach & Golf Resort has commenced the implementation of the ZDirect eCRM platform (Electronic Customer Relationship Management), ZMail.

Mr. Bud St. Pierre, Director of Sales & Marketing, states “We chose ZDirect because their product interfaces with our property management system (hit enter and email letters get sent) and they have an outstanding product. This will be a significant upgrade from our current system of text-only confirmation letters. The Resort and Hotel industry is moving this direction and we feel ZDirect is a market leader/innovator for these products”.

Caren de'Ath, Director of Sales at ZDirect, states, “We are very excited about our new partnership with MMI Hospitality. We are pleased that ZMail, a 21st century electronic communications tool, will enhance the reservations communication process for The King and Prince Beach & Golf Resort. ZDirect, as an Email Service Provider, offers the hospitality industry an integrated eCRM, PMS, and Email Service platform that can provide The King and Prince Beach & Golf Resort enhanced guest service and revenues”.

### **About The King and Prince Beach & Golf Resort:**

If walls could talk, The King and Prince, (on the National Register of Historic Places and a member of Historic Hotels of America), would share a rich legacy of its place in American history for 76 years. Maintaining a reputation for elegance and warm hospitality throughout each decade, the Resort has been a tranquil island haven for dignitaries, celebrities, discerning families and business travelers since pre WW II until today. The Knot 2010, a magazine guide to the country's top wedding-related venues, chose the historic King and Prince Beach & Golf Resort as one of their recognized '10 Most Talked-About Wedding Venues' in Georgia, 2010.

The award-winning golf course lures all levels of golfers to the northern tip of St. Simons Island. To celebrate the Resort's 75th anniversary, what has been called the east coast's 'best marsh front' course, is finally re-opened after a \$3.6 million transformation.

For more information, please visit [www.KingandPrince.com](http://www.KingandPrince.com).

Contact: Leigh Cort, Publicist, 904-806-3613

### **About MMI Hospitality:**

MMI is a leader and innovator in the industry and believes in good old-fashioned Southern hospitality. On May 19th, 1956, MMI opened its first property — a Holiday Inn in Meridian, Mississippi. MMI provides full-spectrum development services for hospitality properties it owns and operates, as well as for third parties who desire the advantages of having MMI manage a completed project. As a developer, MMI has partnered with the nation's top brands, including Marriott, Hilton, Hyatt, Intercontinental, and others.

Today, MMI has grown into two distinct, yet fully interdependent and complementing divisions; MMI Hotel Group and MMI Dining Systems. Together, the two divisions own, manage or serve over 100 locations in the Southeastern U.S. Every day, tens of thousands of guests can experience the same comfort, satisfaction, and personal service.

For more information, please visit [www.MMIHospitality.com](http://www.MMIHospitality.com).

#### **About ZDirect, Inc.**

Based in Hallandale Beach, Florida, ZDirect, an Enterprise Email Service Provider (ESP) for the Hospitality Industry, is the leader in electronic marketing and eCRM solutions for the hospitality industry. ZDirect's product offering takes eCRM communication technology to a new level of effectiveness by giving hoteliers a powerful suite of tools to impact relationships with their guests and prospects.

With ZDirect's patented ZMail® and RezQueue® technology and expertise, hoteliers are able to centralize their databases, send "intelligent," targeted and highly personalized communication to their guests and subscriber list. Then when they book, automatically send confirmations, pre-arrival emails, thank you emails, customer satisfaction surveys and ultimately convert leads and previous guests into long term customers. The result is new revenue captured, stronger customer loyalty, expanded customer base, and increased return on investment through the reduction of traditional marketing costs via measurable electronic marketing.

ZDirect is the ideal solution for Hotel companies that require cutting edge features, solid integration and professional services. Features and benefits of the ZDirect platform include:

- Centralized Marketing Data Warehouse
- Profile Consolidation Engine
- Dynamic Content Engine
- Property Specific Email Marketing
- Corporate Email Marketing
- Advanced Filtering and Segmentation
- Mobile eCRM
- Social eCRM
- Web Guest Acquisition Engine
- PMS and CRS Interfaces
- Golf Tee Sheet Integration
- Pre & Post Stay Communication
- Customer Satisfaction System
- Electronic Concierge On Demand
- Reservation Communication Portal
- On Demand ROI Reporting

For more information, visit [www.zdirect.com](http://www.zdirect.com).