



Response to Request for Proposal

To

Explorers' Edge

Online Booking Referral – Reservation System

Presented By:

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A. Application Overview

(a) Booking process

JackRabbit is a Lodging Search Engine (Core Engine), not a booking engine, and so no booking transactions occur on our system. The Core Engine provides the online visitor with all of the functionality that they are accustomed to during the search phase of the process (e.g. listing lodgings with available rooms according to date query and lodging type; ability to refine search by amenities, location, price, etc.) but at the point where they are ready to complete a booking, JackRabbit links them directly to the reservation system of the selected lodging to complete a direct booking. Consumers increasingly prefer to book direct, drawn by the seamless customer service experience, the absence of booking fees, known price guarantees, reward programs and the comfort of having a direct connection with their selected lodging facility.

The JackRabbit Core Engine offers the ability to be a trusted source for visitors searching for lodging, rates and availability, and through its JReS System, provide independent lodging properties that do not currently offer online bookings, a no-cost solution to do so. Yet, if the lodging chooses to continue to not offer an online booking function, it can still be displayed in the search result listings returned to site visitors, allowing for 100% lodging participation.

The one-time set up fee and annual investment in JackRabbit services by Explorers' Edge on behalf of their lodging partners, are the only costs incurred – there are no commissions/fees charged to participating lodgings by JackRabbit Systems for reservations motivated by our system. Conversely, Online Travel Agent (OTA) / 3rd party booking engines typically charge anywhere from 10-25% on average for commissions/fees on a per reservation basis.

JackRabbit Systems requires no additional inventory management by either Explorers' Edge or its lodging partners. Since the JackRabbit technology pulls rates and availability from your lodging partners' reservation systems (or is fed this information by the lodgings via an XML feed), there is no need for any lodging or Explorers' Edge to manage additional inventory into the JackRabbit search engine. Again, this allows for 100% of your lodgings to participate in the JackRabbit Systems technology and be listed in the search results. It also means significant savings in overhead costs to Explorers' Edge since no staffing is required to either manage inventory, or to fulfill merchant responsibilities that are normally in play with a booking engine solution.

This is a distinct and significant advantage for Explorers' Edge because all booking engines (OTAs) require the lodgings to manage/add inventory into the OTA's extranet or the GDS system. Based on our experience with Destination Marketing Organizations (DMOs), a majority of your independent lodging partners simply will not manage inventory into an OTA extranet or the GDS. And, many of the lodgings that do manage additional inventory into an OTA's extranet, do not keep-up with fresh availability and pricing data which results in the pricing becoming stale and irrelevant for visitors, not to mention delivering a poor consumer experience in the search/booking process.

By not charging commissions and online fees to your lodging partners, JackRabbit keeps 100% of the lodging and tax revenue in the market covered by Explorers' Edge, and thereby increases lodging revenue, lodging taxes and sales taxes from bookings motivated by JackRabbit on the explorersedge.ca website.

As part of our partnership with Explorers' Edge, JackRabbit offers its JReS reservation engine at no charge to lodging operators that currently do not have the capability to accept online room bookings. Based on this offer, all lodgings – big and small – have the capability to benefit from the growing trend toward online booking of lodging rooms.

(b) User interface

Jackrabbit Products

- Lodging (Core) Search Engine - has been developed to allow visitors to DMO websites to quickly and efficiently complete a search for accommodation based on rates and room availability retrieved by JackRabbit from the reservation systems of participating DMO lodging members. After the online visitor selects his/her desired stay-dates and the type of lodging from the lodging search widget, the JackRabbit Core Engine displays a complete listing of all lodgings that have availability, with the lowest available room rate displayed for each. The consumer can then further refine their search by using sort functions for price, location, amenities, lodging category and lodging name. In addition to returning room rates based on the consumer's specific stay-dates, the JackRabbit Lodging Availability Rate Calendar allows the consumer the added benefit of being able to view the lowest available room rate for each (and all) lodgings for all dates up to one year out.

Once the consumer has selected a lodging property, he/she is then taken directly to the property's own reservation system to complete the transaction. Since the booking is direct with the lodging property that the visitor selects, the consumer can easily change reservations, receive loyalty reward program benefits and access additional affinity rate programs on the lodging property's own reservation system.

- **Mobile Engine** – JackRabbit has developed a version of its Core Search Engine for installation on DMO mobile websites to facilitate a consumer search for accommodation pricing and availability using their smartphone devices. JackRabbit has implemented the click-to-call feature for its mobile engine to align with the behavior of consumer's utilizing a smartphone to book. Once again, this is an automated system with no additional inventory management required of your lodging partners or by Explorers' Edge.
- **Facebook App** – JackRabbit has implemented technology to embed our Core Engine application directly into the Facebook Page of the Explorers' Edge website allowing all 'Fans' who 'Like' your Facebook profile pages to search for lodging rates & availability -- and complete a direct booking with any participating lodging partners. Our search form, embedded in the Explorers' Edge profile pages, will include search results pages keeping the users within the Facebook environment. We also include the "Like" button in each property directory listing to facilitate Facebook viral marketing.
- **Special Offers & Packages Engine** - This engine displays offers and deals available from participating lodgings that manage the offers into their reservation systems, or that are gathered by JackRabbit's data team from lodging websites for display to site visitors in a results page template. The system redirects the customer to their selected lodging's reservation system to complete the reservation. Or, in the case where the lodging does not have a reservation system (but displays offers/deals on its web pages), provides a phone number for the visitor to call to complete the reservation over the phone.

As with our Lodging Search Engine, no additional inventory management is required by either Explorers' Edge or its lodging partners, so room rates and special offers and packages are always current and not stale. Another key point regarding our Special Offers & Packages Engine is that select third party booking engine solutions primarily aggregate packages for visitors to DMO websites, and not special offers. Research conducted by Epsilon in October in 2010 revealed that 67% of consumers actively search for special offers and discounts, while less than 8% booked a hotel package. JackRabbit offers Explorers' Edge a system that includes both special offers and packages that are available from their lodging partners, providing a much more comprehensive and efficient consumer experience.

- **Custom Packages Engine** – additionally, JackRabbit can work with Explorers' Edge to initiate and coordinate custom themed or seasonal packages in conjunction with their lodging, attraction and event partners. By utilizing the lodgings as the merchant to transact the custom packages, JackRabbit can setup the search by custom package (e.g. "3rd night free" promotion) and display each within a separate search results page. In addition, JackRabbit can offer Explorers' Edge the ability to program and embed our search widget within the rich media ad units in your online advertising campaigns to offer consumers the immediate opportunity to conduct a search, and complete a direct booking right from the ad!
- **Attractions & Events Engine** – This engine facilitates a consumer search for tickets for participating events and attractions and then allows the consumer to go directly to the venue website to complete the ticket purchase directly on that venue's own reservation system, or by phone (if the venue does not have an online ticket system). Like our Core Engine and Packages Engines, no inventory management is required into the JackRabbit Attractions & Events Engine by either the operators of Explorers' Edge.
- **Flight Search Engine** – JackRabbit partnered with Fly.com's flight metasearch engine, powered by Google/ITA, the most comprehensive global flight search engine in the marketplace. This additional engine is an option to add to the search widget and search results page.
- **TrustYou Review Service** – JackRabbit partnered with TrustYou, a Munich, Germany company that entered the North American market over a year ago and has such marquis travel portal clients as; Kayak, Trivago, Room 77, Yahoo Travel and in discussions to implement with Orbitz, Google and other major engines. TrustYou aggregates individual customer reviews from over 200 review sites, including TripAdvisor, Yelp, OTAs and Social Media on the positives and negatives for each property in a brief report so the consumer has a detailed account of the property's review in a clean summary.

© Social Media & Other Interactive Integration

- (1) Facebook App – As described above, by deploying JackRabbit's Facebook App, Explorers' Edge affords site visitors the opportunity to search for accommodation rates & availability without leaving the social media platform.
- (2) Email promotion – embed a link in an email promotion which allows the recipient to link directly to a JackRabbit results page displaying lodgings, packages or attractions/events. See Attachment D for Cape Cod execution example.
- (3) Rich media advertising – embed the JackRabbit search widget into your rich media advertising creative to give those viewing the ad the ability to conduct a lodging search (or package, event/attraction search) directly from the ad unit and then link to the travel supplier to complete a direct reservation. See Attachment E for Las Vegas execution example

(d) Content management system

JackRabbit Systems currently use an in-house content management system to maintain, update and manipulate data, designs and settings for our front-facing systems. The content management system is only accessible and maintainable by our team, but all options are available to our clients/partners and can be manipulated via the Explorers' Edge Project and/or Account Manager or our Customer Service Team.

.I Comprehensive reporting on consumer activity and system performance:

Explorers' Edge will have 24/7 password protected access to real-time data in the JackRabbit Reporting Centre with online access to all search and referral data including by property. Explorers' Edge will be able to view this data for any time period that they wish so that over time, it will be very easy to compare year-over-year results simply by changing the time period under review. The data can be exported into an email and/or pdf document so that it is easily shared with stakeholders (including individual participating lodgings and attractions if you so desire).

Specific to total booking revenue, conversion percentage and ROI, since JackRabbit is not a 3rd party booking engine that transacts the reservation on behalf of lodgings, our system does not, as a matter of course, collect booking data. The responsibility for converting the referral to a reservation belongs to the lodging (which is what lodgings greatly prefer). Based on this process, referrals are our key metric – delivering more referrals, and more highly qualified referrals to Explorers' Edge's lodging partners from JackRabbit search engines.

JackRabbit Systems does have the capability to collect booking data by lodging property provided the property can successfully embed a tracking code supplied by JackRabbit onto the confirmation page of their reservation system and, monitor that connection to ensure that it is functioning on an ongoing basis over time. For these lodging properties, JackRabbit can then measure the number of reservations and their dollar value and display this data by property in the reporting centre. Experience tells us that not all properties have the capability or are willing to embed this code, so an exact account of booking data is highly unlikely. However, based on the data collected from the properties that do embed the code, we are able to produce a projected conversion rate and revenue value across all properties that is a reasonably accurate estimate of actuals.

.I Ability to integrate with a CRM program (e.g. email opt-ins and email user flow)

JackRabbit Systems' flexibility allows us to push and pull information via XML API's so as to further integrate with outside systems, such as CRM's. All content within our system, including rates and availability and property specific data is available via an XML API to use and distribute as needed.

.I Access and transaction security

Access control is handled at the Application layer and all user data such as passwords and tokens are encrypted. None of our Application servers handle monetary transactions.

.I Infrastructure requirements

Because the JackRabbit System is a hosted solution, there are no infrastructure requirements; however, all accessible front-facing systems and reporting control panels are accessible via web-browser.

.I The Usability evaluation process for your application

All systems undergo an intensive quality assurance process both by our internal quality assurance team and collaboratively between our partners and the Project Manager.

J Documentation on security measures in place

All systems take full advantage of the EC2 security safe guards available. Critical systems have complete redundancy and all front-facing instances are behind ELBs which provide automatic fail-over.

J Any requirement for content management?

The content for members listings can be updated either through an XML feed set up by Explorers' Edge directly into the JackRabbit System (in which case Explorers' Edge staff are completing the update automatically) or, can be communicated to JackRabbit Customer Service via email to be updated by JackRabbit staff.

J Any requirement for Data migration from current application?

We ask for a data export of lodgings from our partners' current system so our data team can manually enter data for each lodging into our system. Once the lodging properties' data are entered into our system, our data team creates each connection to each lodging property reservation engine so our system can automatically pull in rates and availability.

(e) Costs

The only costs applicable to Explorers' Edge for hosting JackRabbit services included in this document, are those highlighted in the "Pricing" outlined in Section D. There are no additional costs to Explorers' Edge from JackRabbit with respect to initial acquisition; adoption and implementation; annual support and licensing; usage fees; ad hoc requests; materials; supplier travel and associated expenses; and any requirements for content management.

B. Implementation Plan

(a) Guidelines - A schedule for installation, including all tasks and responsibilities

JackRabbit Implementation Guidelines

Once we receive the signed agreement from Explorers' Edge (step 1), the process below begins. The time-line is approximately 60-90 days.

JackRabbit Systems in cooperation with Explorers' Edge will perform the following as part of our implementation process:

1. Set up www.explorersedge.ca in our system, add custom domain names and map names for each
2. Data Load of All Properties
 - a. Download DMO's lodging database or match property ID's from the Explorers' Edge database with our database for XML API feed integration
 - b. Coordinate, configure and implement each property with their corresponding indexer/xml feed(s)
 - c. Design and apply custom amenities for each property (as indicated in the DMO database)
 - d. Apply custom categories for each property
3. Widget Design
 - a. In collaboration with DMO, design multiple compositions for the various locations on the site where the search form should be embedded
 - b. Once final design is approved by DMO, build custom search form based on specified layout and design
4. New Skin Design for Results Page Template
 - a. New search functionality (search by rate scale, drop-down menus for amenities, chain hotels, lodging category)
5. Indexing and XML recipes (Lodging Interfaces)
 - a. Build data connectors for any new XML formats (exotic OTA flavor, etc)
 - b. Build indexer recipes for custom reservation engines that require screen scraping (to include attractions)
 - c. Integrate client tracking to ensure clicks and conversions are recorded correctly
6. Server Configuration
 - a. Load-test new indexer recipes to determine resource requirements based on requested refresh schedules
 - b. Configure and launch indexer and database servers to exceed estimated demand and provide redundancy
 - c. Monitor production performance and adjust server deployment as necessary

(b) Identification of staff, including the professional qualifications, that would be assigned to work on this project:

Project Team

Our project management team is experienced, highly skilled and talented in outlining all determining requirements and deliverables in writing and through verbal communication. We will manage any unforeseen changes to the project specifications and scope, communicate regularly and thoroughly to manage the expectations of your team and provide tangible, ongoing milestones during the project to make sure you and your partners are always being communicated with while we meet all agreed-upon deadlines.

Marcial (Marz) Rodriguez, VP Operations:

A specialist in project organization and management, Marz has worked in information technology for more than 15 years. Marz oversees and assures the overall quality of project initiatives, including JackRabbit's implementation on more than 225 partner sites. He is completing an MBA at the University of New Mexico, and has held positions ranging from managing the #1 District Geek Squad team, to project manager of software development for the State of New Mexico Legislative Council Service.

Alex Kinninmont, Canadian Representative:

As JackRabbit's Canadian Representative, Alex will be your first line of contact in the discussion to adopt the JackRabbit technology. He has worked with Canadian tourism destinations and operators for over 25 years collaborating on media and marketing solutions to drive business from Canadian and US based travellers. To date, Alex has successfully facilitated the launch of JackRabbit on 21 Canadian DMO websites.

Zeke Ricci, Director of Development:

Zeke is an 11-year web development veteran working with industry standard technologies as they emerged. He has developed and managed projects for a variety of applications, from simple online marketing/PR and store applications for clients such as Eclipse Aviation, to complete online publishing platforms boasting 4 years of consecutive Associated Press awards, with the Santa Fe New Mexican. Since 2005 at JackRabbit Systems, he oversees a team of developers building and maintaining interfaces to over 220 distinct reservation engines and distributing content for almost 40,000 hotels to 225+ DMO sites.

Cliff Matthews, Senior Developer:

A professional programmer since 1977, entrepreneur since 1986, Cliff was a pioneer in emulation and reverse engineering, poker software and Wall Street infrastructure. As the Lead Developer at JackRabbit Systems, Cliff has guided our team in building a flexible service architecture allowing integration with Tourism Toronto, hotel chains, and independent online booking engines at an unprecedented level. Cliff holds an MSCS from UNM and was a very well respected instructor for The Learning Tree.

Bryce Montañó, Project Manager:

As a project manager and data services specialist with over two years experience in web-based software, Bryce ensures he is accountable to both our customers and the JackRabbit organization. In addition to his experience maintaining and supporting online software, Bryce has a BA in Management Information Systems.

April Hollander, Client Services Specialist:

With more than 10 years of operational, marketing and executive-level administrative experience, April is responsible for project management, planning, organizing and managing resources for its sales teams and clients. April's primary focus is to ensure that JackRabbit's Customer Service team exceeds clients' expectations by providing the highest level of customer satisfaction at all levels of JackRabbit operations.

Melanie Morgan, Account Manager:

Melanie Morgan is the Account Manager for JackRabbit Systems. She has held various administrative, sales and accounting positions for the past 15 years. Melanie performs all tasks regarding the set-up of accounts, accounts receivable and payable and the revenue sharing for our nationwide network.

Janine Alascia, Senior Quality Assurance Analyst:

Janine has 12 years experience in Quality Assurance Analysis: testing, documenting and certifying software products. She has over 15 years overall experience in the technology field playing key positions in test engineering, business

analysis and data transitioning. As JackRabbit's Senior QA Analyst, Janine leads all the QA efforts to ensure product quality, providing technical analysis and support in the deployment of solutions.

.I Identification of any additional outside companies, contractors, or agents that would be involved in installation and on-going maintenance or operations

Except for Alex Kinninmont, who is our Canadian representative under contract to Publicitas Canada, there are no outside persons or companies deployed by JackRabbit during installation or in the ongoing management of the system in our relationship with Explorers' Edge.

© On-Going Relationship with Explorers' Edge

Please include a description of all obligations by Explorers' Edge staff including any training requirements, including but not limited to:

.I The on-going support relationship including hours of operation, scope of support, and service levels

JackRabbit's project management team is experienced, highly skilled and talented in outlining and determining requirements and deliverables in writing and through verbal communication. We will manage any unforeseen changes to the project specifications and scope, communicate regularly and thoroughly to manage the expectations of the Explorers' Edge team, and provide tangible, ongoing milestones during the project to make sure you and your partners are always being communicated with while we meet all agreed-upon deadlines.

We strive to exceed client expectations. Our team is dedicated to responding to e-mail and voice mail inquiries within four hours of receipt. Our goal is to resolve issues within 24 hours -- most are resolved the same business day. Every member of our team has remote access to assist clients in the event of an emergency. JackRabbit will provide 24/7 technical support for internal Explorers' Edge Information Services and E-Business Units, however there is no need to load programs into the JackRabbit system. If there are needs to update data content (images/copy) or other technical and customer service issues, we will be available to update or address any questions and issues you have on a 24/7 basis.

Since JackRabbit facilitates a direct booking relationship between the consumer and participating Explorers' Edge members, there is no training required for Explorers' Edge staff other than to walk them through the log-in process to access online reports. Of course, we will certainly give any presentation deemed necessary to the Explorers' Edge team on the details and workings of the system so that they are all up-to-speed prior to and after the launch of our service on the explorersedge.ca website.

(d) Expected Frequency of version upgrades

JackRabbit Systems' objective is to enhance the services that we offer to our DMO partners and to their members on an ongoing basis. In collaboration with the DMO partners in our network, we will continue to strive to make their websites the trusted "go to" sources for travel information for their respective destinations so that site visitors are not tempted to migrate to third party OTA sites during the trip planning phase. By combining the best local content with the dynamic search functionality and booking solution that consumers demand, the DMO/JackRabbit partnership will provide a one-stop experience that will best serve the interests and needs of travelers. JackRabbit will continue with ongoing enhancements to its technology, to its graphic user interface and to development of additional extensions, in order to meet and exceed consumer needs as they navigate DMO sites.

JackRabbit Systems launched an Air extension in Q4 2013. If adopted by Explorers' Edge, consumers will be able to book airfare from the JackRabbit search results page on www.explorersedge.ca, in addition to the lodging, package, attraction and event of their choice. And, just as we offer a free reservation engine for lodgings that currently do not have one, JackRabbit is developing a free ticket reservation engine for those attractions and events that do not have a system and the ability to sell their tickets online.

Hot fixes may be released as needed. Stable version upgrades occur as cross-compatibility allows, but typically we refresh major versions of software dependencies annually.

.I Process for requesting application modifications

Any system suggestions, requests and modifications can be requested via the partners' Project and/or Account Manager anytime during the partnership. All suggestions and/or requests are first evaluated by our team of engineers and queued up for development.

.I Requirements for conducting and treasuring financial transactions.

Since the JackRabbit engines all motivate a direct booking by the consumer with their chosen travel supplier (lodging, attraction, etc.) there is no requirement by Explorers' Edge to participate in the financial transaction. That occurs between the consumer and their chosen supplier(s). However, if Explorers' Edge wishes to act as merchant on a limited basis (e.g. to facilitate promotional package sales) and is prepared to continue to operate an online res system, then JackRabbit could build an indexer to interface with that system in order to pull rate and availability data for the packages entered and display them on the results page returned to the site visitor conducting the search. In order to execute this option, Explorers' Edge would need to utilize JackRabbit's Special Offers & Packages Engine.

(e) On-Going Relationship with System Participants

Please include a description of all obligations by Explorers' Edge members who will be offered for sale on the proposed system including any training requirements, including but not limited to:

Since JackRabbit Systems motivates a direct transaction by the consumer with Explorers' Edge members, the members need only manage their own inventory system and transact on their own online res system as they would in the normal course of business. There is no additional inventory or rate management required either by the members or by Explorers' Edge. Since the JackRabbit technology pulls rates and availability from Explorers' Edge's lodging and attraction partners' reservation systems, there is no need for any lodging, attraction or Explorers' Edge to manage additional rates or inventory into the JackRabbit search engine. Again, this allows for 100% of your lodgings to participate in the JackRabbit technology and be listed in the search results.

This is a distinct and significant advantage for Explorers' Edge because all other booking solutions (OTAs) require the lodgings to manage/add inventory into the OTA's extranet or the GDS system. Based on our experience with Destination Marketing Organizations, a majority (over 50%) of your lodging partners simply will not manage inventory into an OTA extranet or the GDS. Our findings also show that for those lodgings that do manage additional inventory into an OTA's extranet, a significant percentage do not update these channels with fresh availability and pricing data which results in the pricing and inventory details becoming 'stale' and providing a poor user experience to site visitors.

.I The on-going support relationship including hours of operation, scope of support, and service levels provided to members

Any issues or questions regarding our service by Explorers' Edge members can be addressed directly with our Customer Service personnel who will provide a prompt response. Our goal is an initial response within 4 hours of receipt of inquiry and resolution of the issue/question within 24 hours (but usually on the same business day)

.I Methods (and alternatives) for members to update prices and product offerings

There is no requirement for members to update pricing and/or product offerings into the JackRabbit engines because the JackRabbit technology acquires this information on an ongoing basis either by indexing the res systems deployed by members or via an XML feed from the members' systems into our system.

.I Costs for participants to be included for sales online

JackRabbit charges no fees or commissions for reservations to Explorers' Edge members participating in our services. The initial one-time set-up fee and annual lease fee paid by Explorers' Edge to license our software, are the only charges for our services – there are no commissions/fees paid by any of your members to JackRabbit for reservations driven from our search engines on the explorersedge.ca website. Online Travel Agent (OTA) /third party booking engines typically charge anywhere from 10-25 % in commissions/fees for each reservation so adopting JackRabbit will result in 100% of each transaction flowing to the operator.

(f) Consumer and Explorers' Edge - Customer Service Procedures

Since reservations motivated by the JackRabbit engines are completed directly by the customer with the chosen lodging, attraction or event supplier, the bookings and all subsequent customer service obligations (changes, cancellations, etc.) are undertaken between those two parties – Explorers' Edge has no involvement and therefore no responsibility during the booking/change/cancellation process. By booking direct, the customer can easily change reservations, receive loyalty reward program benefits and access additional affinity rate programs directly on the travel supplier's own reservation system and/or through their reservation phone line. For these reasons this direct relationship is overwhelmingly the preferred choice of the customer.

Explorers' Edge's important role is to action the considerable visitor traffic to their website (driven by marketing and promotional activities) in order to deliver highly qualified customer referrals to its lodging, attractions and events member base at which point it is their responsibility to close the sale. The good news is that suppliers prefer this direct relationship with no middleman involvement because it means that they realize 100% of the revenue from the transaction, and they can more efficiently re-connect with the customer for re-marketing purposes.

© Corporate Information/Structure:

(a) A description of previous installations of this technology for comparable clients

Banff/Lake Louise (www.banfflakelouise.com), Tourism Toronto (www.seetorontonow.com), Boulder (www.bouldercoloradousa.com), Milwaukee (www.VisitMilwaukee.org) and Aruba (www.aruba.com) have all successfully launched multiple engines within the JackRabbit suite of software products based on the implementation guidelines outlined in B (a) above.

(b) A description of the respondent's company, including location(s), business operations, financial security, and corporate history

Company Name and contact information:

Company Name: JackRabbit Systems, Inc.
Product Name: JackRabbit Search Engine
Mailing Address: 466 West San Francisco Street, Santa Fe, New Mexico 87502
Street Address: 466 W. San Francisco St., Santa Fe, NM, 87501
Phone: (505)-982-2233
Fax: (505)-982-1077 fax
URL www.jackrabbitsystems.com

JackRabbit Systems Inc was founded in 2005 and restructured in 2009 from the assets of JackRabbit LLC and a round of funding from Sun Mountain Capital and Kickstart Seed Fund. JackRabbit is a profitable company lead by Andrew Van Luchene, President/CEO serves as Secretary and Treasurer and Tom Rickert, EVP serves as Vice-President and both are the active principals of the Company.

Andrew Van Luchene, the founder of JackRabbit Systems, was one of the initial inventors on the Priceline team. As a pioneer in e-commerce within the online travel industry, his years of experience with multiple applications aimed at improving the online customer experience led to the creation of the JackRabbit Lodging Search Engine. JackRabbit Systems is a technology company founded in 2005 to develop online travel software for destination marketing organizations and travel portal websites, designed to improve website functionality and usability in order to enhance the visitor's experience and increase direct booking room nights in the selected destination. In 2006, JackRabbit Systems began a partnership with the Santa Fe, NM, CVB to improve a web visitor's experience when searching for lodging and to facilitate direct bookings. The JackRabbit Lodging Search Engine accomplishes these goals.

© Total Employees

There are 42 full-time JackRabbit Systems employees with 80% of the team based in our corporate office in Santa Fe, New Mexico while the other 25% are located throughout the United States as part of our business development team. The Executive and Management team has been with JackRabbit Systems between five and eight years and all have extensive travel related and/or technology experience prior to joining JackRabbit Systems.

(d) Proven Track record

JackRabbit Systems has eight (8) plus years of proven results with 225+ DMO partners in the US, Canada and the Caribbean. JackRabbit Systems is the most used online search/booking solution for DMO's in the US, Canada and the Caribbean. For an entire list of our current DMO partners, please see Attachment C.

(e) A standard contract proposal that addresses the acquisition and support agreements. This should be reflective of the proponent's terms, but will not necessarily represent the final agreement to be endorsed by the respondent and Explorers' Edge.

Host Website Lease Agreement

1. JackRabbit Systems (JACKRABBIT) provides the JackRabbit lodging search engine, Mobile Engine, and Facebook Application (JACKRABBIT ENGINES) that generate qualified clicks to member lodging facilities.
2. Explorers' Edge (HOST) maintains a high-traffic website, www.explorersedge.ca, mobile website and Facebook page (HOST WEBSITE). HOST assigns the following as the technical contact responsible for implementing JACKRABBIT ENGINES on HOST WEBSITE:

Name	_____	Phone	_____	Email	_____
	(Technical Contact)				

3. HOST agrees to embed JACKRABBIT ENGINES into HOST WEBSITE under the following Terms & Conditions:
 - a. JACKRABBIT shall brand/design the JACKRABBIT search widget and results page template to match HOST WEBSITE.
 - b. HOST shall embed JACKRABBIT ENGINES on HOST WEBSITE's accommodation/lodging page(s), and any other page(s) agreed upon by JACKRABBIT and HOST.
 - c. JACKRABBIT shall provide HOST access to its pricing and availability API so that HOST can embed pricing availability into its directory and other web pages where appropriate (optional). HOST shall only be allowed to use data from the JACKRABBIT API in conjunction with embedding the JACKRABBIT search widget that redirects to the JACKRABBIT results page.
 - d. JACKRABBIT shall receive design approval from HOST before providing code for HOST to embed JACKRABBIT ENGINES on HOST WEBSITE.
 - e. HOST will pay a one-time set up fee in the amount of \$YYY to JACKRABBIT within 30 days of the signed agreement
 - f. HOST shall pay a lease fee of the JACKRABBIT technology in the amount of \$XXX annually to JACKRABBIT. Payment will be made to JACKRABBIT within 30 days of signed Agreement date.
 - g. JACKRABBIT shall provide HOST with access to online reports that summarize the number of searches and referrals from visitors utilizing JACKRABBIT ENGINES on HOST WEBSITE.
 - h. HOST shall be responsible for notifying JACKRABBIT if a travel service provider that is listed in the JACKRABBIT results on the HOST website has any change in its information including, but not limited to: a change in brand, text description, name, amenities, reservation engine provider, or business status. JACKRABBIT will update the information within 30 days of notification by HOST.
 - i. JACKRABBIT shall own the data collected from the HOST WEBSITE specific to JACKRABBIT ENGINES which are gathered for reports.
 - j. HOST shall refrain from entering into any additional agreements, and/or setting up any other services that would compete with JACKRABBIT.
 - k. HOST shall maintain confidentiality for a period of five (5) years from the date of disclosure of any formulae, techniques, computer programs, devices, methods, know-how and/or business data relating to the JACKRABBIT software.
 - l. The initial term of the Host Site Lease Agreement (AGREEMENT) shall be for three (3) years, commencing on the date AGREEMENT is signed, and shall automatically renew for additional terms (each an "Extension Term") of one year on the first day of the annual renewal date month unless terminated by either party upon written notice given not later than sixty (60) days prior to the end of the initial or any Extension Term.

- m. Either party shall have the right to terminate the AGREEMENT if the other party breaches or fails to perform any of its material obligations hereunder which breach or failure has not been cured within thirty (30) days after receipt of written notice of such breach from the non-breaching party.
- n. Disclaimer of Warranty: Except as otherwise specifically set forth herein, JACKRABBIT makes non-representation or warranty, express or implied, concerning JACKRABBIT or the software, including all implied warranties of merchantability fitness for any particular purpose, title and non-infringement. All other warranties being expressly disclaimed by JACKRABBIT and waived by the HOST.
- o. JACKRABBIT ENGINES may contain links that allow the public to access third-party websites that are not under the control of JACKRABBIT (i.e. lodging property websites). These third-party links are only provided as a convenience and JACKRABBIT does not endorse any of these sites. Access and use of such websites are at HOST'S risk. JACKRABBIT assumes no responsibility or liability for any access or use thereof or of any material that may be accessed on third-party websites reached through JACKRABBIT ENGINES, nor does JACKRABBIT make any representation regarding the quality of any product or service contained at any third-party website or the security of any such website.
- p. The AGREEMENT gives HOST license to use JACKRABBIT ENGINES on the website(s) listed in Section 2 above. This license excludes use of JACKRABBIT ENGINES by HOST on: (i) websites not listed in Section 2, (ii) any other online distribution method other than the websites listed in Section 2. License for excluded uses can be obtained from JACKRABBIT as an addendum to the AGREEMENT.
- q. The AGREEMENT gives HOST license to use JACKRABBIT ENGINES for lodging pricing and availability only. The use of JACKRABBIT ENGINES for Special Offers, Activities/ Events or any category other than lodging, can be obtained from JACKRABBIT as an addendum to the AGREEMENT.
- r. The AGREEMENT constitute(s) the entire agreement between the parties and supersedes all prior agreements, representations and understandings of the parties, written or oral.

The undersigned is authorized to contract for the above-stated company and agrees to and is familiar with the full Terms & Conditions stated on the AGREEMENT.

For Explorers' Edge:

Name _____
 Title _____
 Signature _____
 Date _____

For JackRabbit Systems:

Name _____
 Title _____
 Signature _____
 Date _____

(f) References

Tamra McQuitty
 VP Finance & Corporate Services
 Tourism Victoria
 4th Floor, 31 Bastion Square
 Victoria, BC Canada V8W 1J1
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Tamra.McQuitty@TourismVictoria.com
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JackRabbit Program for:

RTO12

Presented by
Alex Kinninmont
JackRabbit Canadian Representative
416 500-3899
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January 13, 2014

About JackRabbit Systems

JackRabbit Systems has developed an online booking solution for destination websites. The application is designed to:

- Provide a comprehensive local lodging search that meets the requirements of destination organizations, their lodging partners and the consumer.
- Improve the user experience on destination sites by enabling site visitors to quickly and efficiently compare rates and availability across all participating lodging properties.
- Support lodging properties as they continue the shift to more cost-effective direct online channels to realize increased room revenue.
- Drive high volumes of reservation referrals from destination sites directly to lodging partners.
- Provide this technology with no additional inventory management requirements by the destination or their lodgings.
- Provide the same functionality for the search and direct booking of special offers and packages offered by lodgings, and ticketing for events and attractions.
- Enhance the convenience of the consumer's search and direct booking of accommodation from their smart phone devices through the JackRabbit mobile engine and through the destination's Facebook page by using JackRabbit's Facebook App.

Partnership Details

Objective

To enhance the explorersedge.ca website by implementing JackRabbit technology to maximize visitor functionality while searching for accommodation, deals/packages and attraction tickets, drive greater numbers of qualified referrals to RTO12's lodging and attraction partners and, align with consumer preference to book direct with their chosen travel suppliers.

Technology

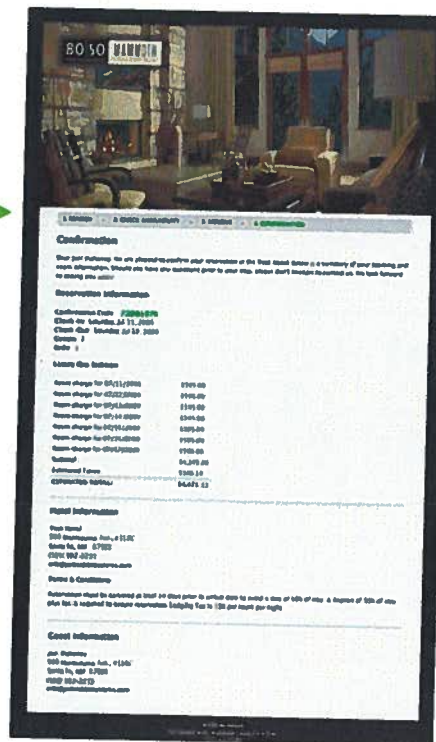
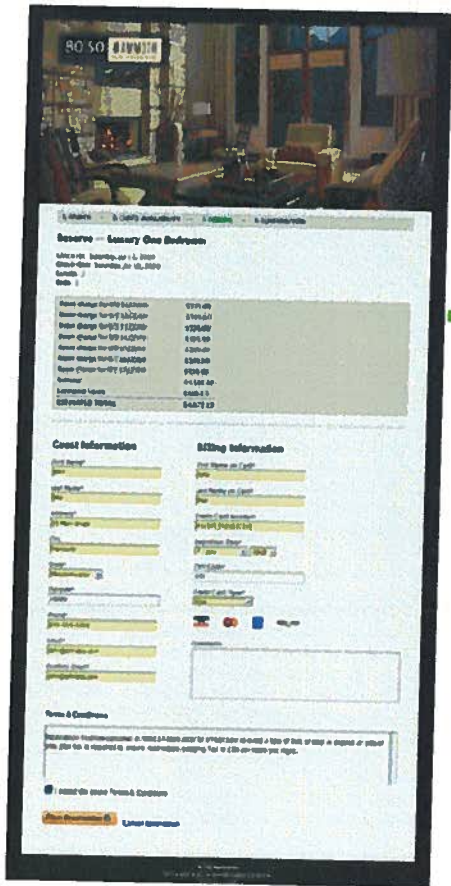
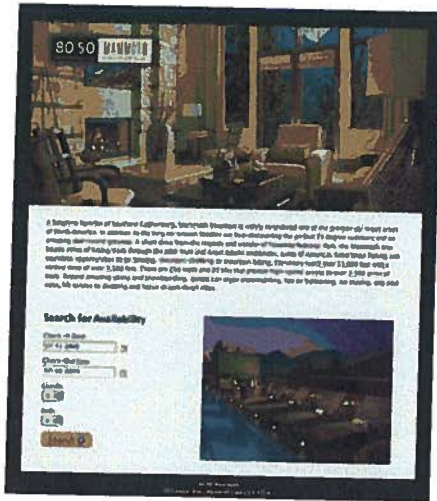
- ✓ Booking Engine functionality but facilitating direct reservations and ticketing
- ✓ Multiple-daily indexing of rates and availability
- ✓ White-label integration with the explorersedge.ca website
- ✓ State of the art Ruby-on-Rails system
- ✓ Integration of JackRabbit search form onto the explorersedge.ca Facebook page
- ✓ Real-time reporting of search and referral metrics

Products/ Services

1. JackRabbit Lodging Search Engine (aka Core Engine)
2. Mobile Engine + Facebook App
3. Special Offers and Packages Engine
4. Attractions and Events Engine
5. Custom Promotional Packages Engine
6. Check in Canada Lodging Search Engine (option in place of JR Lodging Search Engine)

JackRabbit “JReS” Free Reservation Engine

JackRabbit has created its own reservation engine that is provided FREE to RTO12’s lodging partners who do not already have an online booking engine. These lodgings can now benefit by accepting online bookings from any and all internet referral sources at NO COST to the lodging partner.

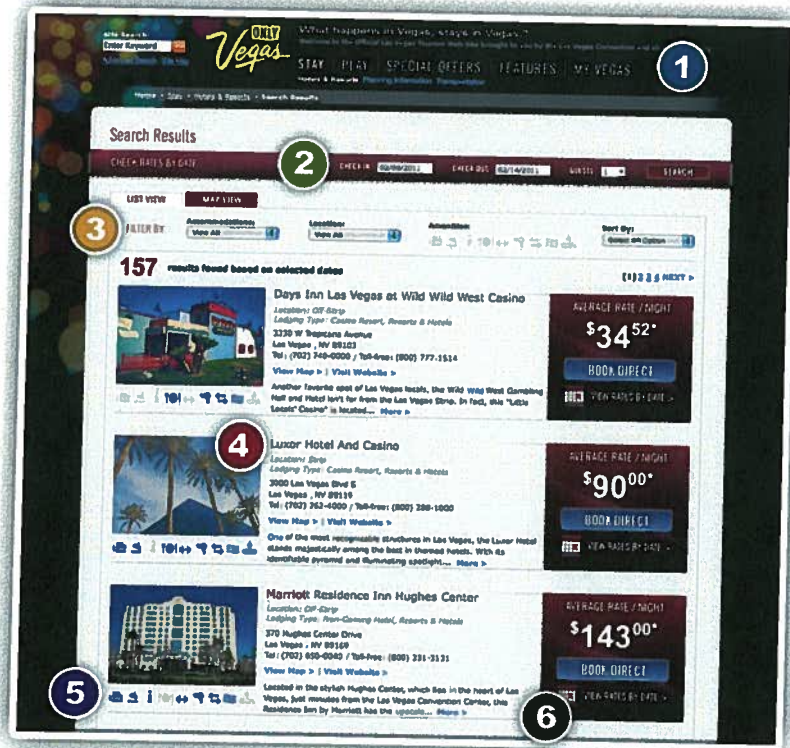


JackRabbit Lodging Search Engine - Scalable Pricing

Participating Properties	JackRabbit Implementation Fee (One-time Set-up Fee)	Annual Fee - Total Investment for JackRabbit Engine	Broken Down by Properties*	
			Annual Fee - by Property/Venue	Monthly Fee - by Property/Venue
100	\$3,500	\$23,000	\$230	\$19.17
150	\$5,250	\$25,300	\$169	\$14.06
200	\$5,600	\$29,095	\$145	\$12.12
250	\$7,000	\$32,005	\$128	\$10.67
300	\$7,200	\$35,205	\$117	\$9.78

*Broken down by Properties is shown for interest only. Cost of service is paid to JackRabbit by RTO12.

JackRabbit Search Engine Results Page



- 1 Customized look and feel for seamless integration between sites
- 2 Search again with ease by changing dates directly from the page
- 3 Interactive sorting and filtering yields immediate results
- 4 Property listing with image, description, amenities, rate, BookDirect button and more. Properties are randomly rotated to ensure equal exposure.
- 5 Results listings match selected date range, category, location & amenities.
- 6 Shop rates up to one year in advance with the rate and availability calendar.

Pop-Up Rate Calendar

JackRabbit Mobile Engine Extension

JackRabbit One-time Setup Fee \$1500

JackRabbit Annual Fee - \$7,275

Place the JackRabbit Lodging Search Engine on the RTO12's mobile website to facilitate consumer search for accommodation and to complete a direct reservation from their smartphone device.

- Lodging Directory Search Results and Rate Calendar in Directory Listings
- API Embedded into Current Mobile Site Lodging Directory (optional)
- Check Rates & Availability' Bar or Icon
- View Rates by Date Pop-up Calendar
- Click-to-Call Button and/or Redirect to Lodging Mobile Site



JackRabbit Lodging Facebook Application

JackRabbit has implemented technology to embed our JackRabbit Engine directly into the Facebook social media environment allowing all 'Fans' who 'Like' your Facebook profile pages to search for lodging rates & availability...and directly book with RTO12's lodging partners.

- JackRabbit search form embedded in profile pages
- Search results pages within DMO profile pages
- 'Like' button to facilitate Facebook viral marketing

JackRabbit One-time Setup Fee \$1,500

JackRabbit Annual Fee - \$7,275

The screenshot shows a Facebook profile for 'Daytona Beach'. The profile picture is a sunburst logo with the text 'Celebrate Sunshine in Daytona Beach'. The cover photo shows a beach scene. The page title is 'Daytona Beach' with the location 'Travel/Lesure · Daytona Beach, Florida'. Below the cover photo is a 'Wall' section with a 'Write something...' text box and a 'Share' button with options for Post, Photo, and Video. There is a post from 'Daytona Beach' with a sunburst icon and the text: '...and if everyone had a little paddle-out time before work, we're guessing the workday might be even better! (What's tomorrow look like for you?) :)' and a photo of a sunset over the ocean. The left sidebar contains navigation links: Wall, Info, Friend Activity, Photos, Canceled!, Check Hotel Rates, and YouTube. Below these is an 'About' section with the text: 'Enjoy 23 miles of sparkling beaches, family attractions, championship golf... More'.

The screenshot shows a Facebook profile for 'Daytona Beach' with a 'Check Hotel Rates' application embedded. The application title is 'Daytona Beach · Check Hotel Rates' with the location 'Travel/Lesure · Daytona Beach, Florida'. The application displays 'Rates for 62 properties.' and a search interface with dates '08/07/2011' and '08/08/2011' and a 'SEARCH' button. Below the search interface is a 'Filter Results' section with filters for Accommodations, Locations, and Sort By. The results list two properties: 'Holiday Inn Hotel Suites Daytona' with an average rate of \$129.00 and 'Makai Beach Lodge' with an average rate of \$69.00. Both properties have a 'BookDirect' button and a 'View Rates by Date' link. The left sidebar is identical to the previous screenshot, but the 'Check Hotel Rates' link is highlighted. The 'About' section also includes the text: '8,500 check-ins' and '31,211 like this'. Below the 'About' section is a 'Likes' section with the text 'See All' and two profile pictures: 'Biketoberfest' and 'Culturally Daytona Beach'.

"Like" a Property to Post It on Your Wall

JackRabbit Special Offers and Packages Engine

- ✓ Deals and packages offered by lodgings on their own websites are either indexed or sourced by JackRabbit's data team for presentation on JackRabbit search results pages returned to site visitors.
- ✓ Consumers can search through all the special offers available from various lodging properties for a given date range and then click to book directly on the property's res system or call to book.
- ✓ Eliminates the need to manually load special offers and packages onto the DMO website.

Participating Properties	JackRabbit Implementation Fee (One-time Set-up Fee)	Annual Fee - Total Investment for JackRabbit Special Offers & Packages Engine	Broken Down by Properties	
			Annual Fee - by Property/Venue	Monthly Fee - by Property/Venue
50	\$2,000	\$7,534	\$151	\$12.56
100	\$2,800	\$11,000	\$110	\$9.17
150	\$3,000	\$12,650	\$84	\$7.03
200	\$3,400	\$14,550	\$73	\$6.06

Note: "Broken down by properties" is shown for interest only. Cost of service is paid to JackRabbit by RTO12.

1 Tabs on lodging listings show special offers available.



2 View all special offers in a market...



3 ...or special offers available from a specific lodging.



4 Click on special offers to BookDirect

JackRabbit Attractions & Events Engine

- ✓ Tickets for attractions and events offered by operators on their own web sites are either indexed or sourced by JackRabbit's data team in order to present them on JackRabbit search results pages.
- ✓ Consumers can search through all events and attractions for a given date range and then click to book directly with the attraction/event (or call if the event/attraction doesn't have online booking capabilities).

Participating Properties	JackRabbit Implementation Fee (One-time Set-up Fee)	Annual Fee - Total Investment for JackRabbit Attractions & Events Engine	Broken Down by Properties	
			Annual Fee - by Property/Venue	Monthly Fee - by Property/Venue
50	\$2,000	\$7,534	\$151	\$12.56
100	\$2,800	\$11,000	\$110	\$9.17

Note: "Broken down by properties" is shown for interest only. Cost of service is paid to JackRabbit by RTO12

1 Tabs on lodging listings show nearby activities.

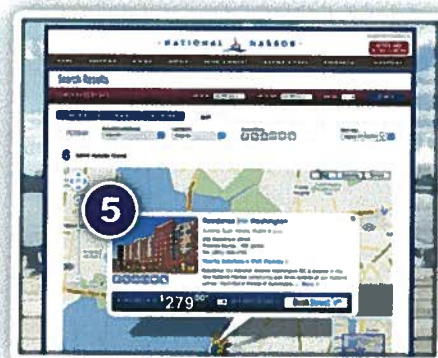
1

2 View events by venue...

2

3 ...or by calendar view.

3



4 Click on activities to BookDirect.

5 Map view allows easy, location-based booking.

JackRabbit Custom Search Engine for Promotional Offer/Package – revised based on minimum 4X use/year

- ✓ Specific promotional offer by RTO12 and lodging partners displayed on JackRabbit search results pages redirecting the visitor to book the promotional offer/package on lodging's site or by phone.
- ✓ Eliminates the need to manually load the custom package offers onto the RTO website.

Participating Properties	JackRabbit Implementation Fee (One-time Set-up Fee) per <u>each</u> Promotion	Promo Fee - Total Investment for JackRabbit Custom Engine per <u>each</u> Promotion	Broken Down by Properties*	
			Fee by Property for (One) Promo	Fee by Property for (Four) Promos
30	\$2,800	\$3,300	\$203	\$813
50	\$3,110	\$3,667	\$136	\$542
75	\$3,670	\$4,275	\$106	\$424
100	\$4,160	\$4,840	\$90	\$360

Note: "Broken down by properties" is shown for interest only. Cost of service is paid to JackRabbit by RTO12

1 Tabs on lodging listings show special offers available

1

2 View all special offers in a market...

2

3 ...or special offers available from a specific lodging.

3



4 Click on special offers to BookDirect.

Option 1: JackRabbit Package Investment

The pricing below is based on a package program inclusive of JackRabbit's Core Engine with Mobile and Facebook packaged in with no annual lease fee obligation and assuming participation by 200 lodgings. Pricing will adjust appropriately based on actual level of lodging participation. The Special Offers & Packages, Attractions & Events and Custom Promotional Packages engines are priced separately on pages 7, 8 & 9.

(1) JackRabbit (one-time) Setup Fee for the Core, Mobile and Facebook Engines on explorersedge.ca website: Based on 200 lodging partners = \$8,600

Includes search form and lodging search results page design, alignment of indexers, lodging directory rate calendar, etc.

(2) JackRabbit Annual Fee for Core, Mobile and Facebook Engines - ~~\$43,645~~ Package Price: \$29,095.

(3) Annual Lease Fee cost to embed the Core, Mobile and Facebook Engines on the following Sub sites...Algonquin Park, Almaguin Highlands, Georgian Bay Country and Loring-Restoule \$4,000 per website (cost quote assumes that lodgings displayed on sub sites are subsets of the RTO12 lodging database. One-time set up fee of \$300 per website.

Option 2: Hotel Association of Canada/Check in Canada Pricing Offer:

The pricing below is based on RTO12 participating in the Check in Canada accommodation search solution powered by JackRabbit. The mobile engine and Facebook app highlighted in Option 1 pricing above, are not a part of this offer. The Check in Canada solution is a responsive site so that search results are adjusted for display on smartphone devices. The other services highlighted in the proposal are available on an a la carte basis with pricing as indicated on pp. 7-9.

JackRabbit One-Time Set up fee - \$5,600

JackRabbit Annual Lease Fee – \$23,276

Pricing based on 200 participating properties and subject to adjustment based on actual level of participation

Term - Three (3) year exclusive partnership.

Implementation Timelines

1. Lodgings and Events/Attractions with compatible res systems in JackRabbit library – 60 days
2. Lodgings and Events/Attractions with reservation systems that need interface built – 90-120 days (pre & post launch time-line)
3. JackRabbit Mobile Engine live within 60 days
4. Facebook Application live within 60 days

Summary of Benefits:

Enhanced Visitor Experience – consumers demand booking engine functionality and prefer to book direct with their travel suppliers leading to higher levels of satisfaction and resulting in repeat visitor traffic. The visitor experience is enhanced further by the addition of the JackRabbit engines facilitating the purchase of special offers and packages; attraction/event ticketing; the ability to search/book from their mobile devices; and to share their travel plans with friends and family on the destination's Facebook pages.

100% Dedication to Direct Bookings – JackRabbit is the only dynamic search engine dedicated to motivating your visitors to facilitate direct reservations from destination websites.

No Commissions/Fees – no commissions or booking fees to RTO12's lodging and events/attractions partners for room reservations, packages and ticket purchases facilitated by the JackRabbit service based on an annual lease payment by RTO12 to JackRabbit.

High Number of Qualified Direct Referrals – driving more highly qualified referrals through JackRabbit to RTO12's lodging and events/attractions partners resulting in more bookings from consumer visits to explorersedge.ca.

Utilize the social media environment to motivate search and reservations - by placing the JackRabbit search form on RTO12's Facebook page RTO12 is giving visitors the opportunity to conduct searches and complete room reservations while on RTO12's social media platform.

Measurable results – RTO12 will have 24/7 password protected access to JackRabbit's Reporting Centre to view and retrieve real-time search and referral data on an aggregated basis and for each participating lodging/attractions member.

Extend JackRabbit's search engine functionality to regional partners – The four destinations within RTO12 boundaries can host the JackRabbit Lodging Search Engine at a greatly reduced cost based on the master agreement with JackRabbit. As a result, potential visitors to the region who find themselves on any of these websites will have access to the same search functionality making for a greatly enhanced visitor experience.

Attachment A – JackRabbit Systems Implementation Overview and API Documentation

I. JackRabbit Book Direct Implementation Overview

Introduction

JackRabbit's lodging search engine software is designed to enhance functionality and usability on travel destination and portal websites (Host-sites), thereby effectively streamlining and improving the consumer online- booking process.

JackRabbit connects to the host-site by means of a search form widget. The widget is a snippet of JavaScript code (built by JackRabbit) that is embedded on the host website and allows visitors to search lodging rates and availability using dates and categories, even locations. Results are shown as a customized list of available lodging properties, known as the Book Direct search results page. This dynamic search results page makes it easy for consumers to select their preferred lodging properties by including helpful sort features.

Both the widget and the search results page are customized to mirror the design and functionality of the host website. This provides a seamless transition between the host-site and the customized JackRabbit search results page.

The Widget (Search Form)

The search form widget is built from a mutually approved design creative. Either the host-site or JackRabbit will design the form, but because elements of the form are dynamically populated, JackRabbit will need to approve, build and then provide the script to the host-site. It is best to incorporate the form so that it can be seen on every page, making it highly usable to website visitors.

The visible parameters for the search form widget are:

- Start Date and End Date
- Lodging Category/Type (i.e. Hotels/Motels, B&Bs, Vacation Rentals, etc.)*
- Locations (i.e. regions, areas, cities, etc.)*
- Search or Submit button

*Lodging categories and locations to be determined by the host-site with input from JackRabbit.

In the event that the host-site designs the search form widget(s), the host-site will provide JackRabbit with either a final composition of the entire form or website- ready, sliced images. Each should include dimensions, colors and text values. JackRabbit will in turn provide the host-site with a small snippet of JavaScript code that can be copied and pasted into the appropriate and approved location of the host-site source code, which will modify the page DOM in order to display the widget.

The Search Results Page

The search results page is also built off of a mutually approved design creative and like the search form widget, will be designed by either the host-site or Jackrabbit. The standard JackRabbit implementation is to mirror the host website by incorporating background images or colors and copying the host-site header, resizing it to 940px wide by X height, and adding an image map with links back to the host-site. The host-site can provide JackRabbit with a custom, 940px wide header with accompanying image map or link back to the host-site.

An HTML template or iFrames can also be incorporated into the customized search results page and must be provided to JackRabbit by the host-site, in HTML format (or URL's for iFrames), along with any dependent assets such as images or files (CSS, JS, etc.). The template or iFrames can be used as a wrapper around the JackRabbit content and must contain an HTML element (table, div, etc.) with 940 pixels in width for the content area.

II. JackRabbit API Rates & Availability Documentation

The Lodging Search XML API exports the functionality of the Web-based JackRabbit product via XML for automated consumption and redistribution. Requests are made via HTTPS GET and the response is formatted in easily parsed XML.

a. Request URL

<https://api.Book Direct.net/rates.xml>

Authentication Parameters

Name	Required	Comments
site	required	Indicates the host-site making the request
key	required	SHA1 key to authenticate requests as originating from a genuine

b. SHA1 Key Generation

The SHA1 key is generated using the query string of the request and a shared secret that should be distributed to you along with this document. The query string parameters must be ordered alphabetically and comma separated before hashing. For this example we'll use "secret" as the shared secret.

https://api.Book Direct.net/rates.xml?start_date=2009-12-01&end_date=2009-12-05&site=visitnewengland_com&key=ca098a28f6c1acd872affdeb2af47900268d250e

	Action	Example
1	Query String	start_date=2009-12-01&end_date=2009-12-05&site=visitnewengland_com
2	Alpha Sort	end_date=2009-12-05&site=visitnewengland_com&start_date=2009-12-01
3	Comma Delim	end_date,2009-12-05,site,visitnewengland_com,start_date,2009-12-01
4	Add Secret	end_date,2009-12-05,site,visitnewengland_com,start_date,2009-12-
5	SHA1 Encode	ca098a28f6c1acd872affdeb2af47900268d250e

This SHA1 encoded value is the "key" parameter that gets passed along with the rest of the request as shown in the example url above. This needs to be done on every API request.

Rates Request Parameters

Name	Required	Comments
start_date	required	Indicates the arrival date of the lodging search. (example: 2009-12-01)
end_date	required	Indicates the departure date of the lodging search and is not included in the range. (example: 2009-12-05)
ids	optional	Underscore-separated list used to limit the scope of a search to the specified lodgings using JackRabbit lodging ids. (example: ids=2388_4708_2298)
remote_ids	optional	Underscore-separated list used to limit the scope of a search to the specified lodgings using your ids.
category_id	optional	Used to limit the scope of the search to a category.

region_id	optional	Used to limit the scope of the search to a city.
show_all	optional	Show lodgings regardless of availability on requested dates (true/false)
show_jrs_clients	optional	Show only JackRabbit Book Direct clients (true/false)
include_packages	experimental	Include information about special offers (true/false)
nearby_events_count	experimental	Return the number of nearby events (true/false)

Rates Response Elements and Attributes

Level	Name	Type	Occurs	Comments
0	lodgings	array	1	
1	lodging		0..n	Attributes: remote-id (Your id) id (JackRabbit id)
2	redirect-url		1	Redirect URL that includes tracking and deep-linking that allow users to maintain their search dates and stay information all the way to the lodgings website in most cases.
2	rates		1	
3	rate		1..n	Indicates price of one room for one night. A low-price value of -1 indicates no availability. Attributes: date (ex. 2000-01-01) low-price (ex. 100.0)
4	date	date	1	
4	available	boolean	1	If false price will be -1.0
4	low-price	decimal	1	Lowest available rate for the given date

Rates Request Example https://api.Book Direct.net/rates.xml?start_date=2009-07-21&end_date=2009-07-22&site=visitnewengland_com&key=xxx

c. Rates Response Example

```
<?xml version="1.0" encoding="UTF-8"?>
<lodgings>
  <lodging nearby-events="" remote-id="2765" id="5054">
    <redirect-url>http://newengland-trips.com/redirect.php?
group_id=507&cloneID=95&nights=1&catID=103&sDate= 2010-07- 21&eDate=2010-07-
22&eventID=12484</redirect-url>
    <rates>
      <rate date="2010-07-21" low-price="125.0"/>
      <rate date="2010-07-22" low-price="125.0"/>
    </rates>
  </lodging>
  ...
</lodgings>
```

Attachment B – JackRabbit Systems List of Destination Marketing Organization Clients

UNITED STATES

State Tourism		Cities / Counties	
Colorado Tourism Office	CO	Amelia Island Tourist Dev. Council	FL
Visit Florida	FL	Bradenton Area VCB	FL
Kansas Dept. of Wildlife, Parks & Tourism	KS	Charlotte Harbor Visitor's Bureau	FL
Ohio Office of Tourism ¹	OH	Cocoa Beach Area Lodging Assn.	FL
Pennsylvania Department of Econ. Dev.	PA	Daytona Beach Area VCB	FL
		Flagler County	FL
		Hernando County Tourism	FL
Cities / Counties			
Alabama Bass Trail	AL	Indian River County Chamber	FL
Birmingham AL (Greater) CVB	AL	Leon County TDC Tallahassee CVB	FL
Tuscaloosa Tourism and Sports Comm	AL	Martin County CVB	FL
Fayetteville VB	AR	Naples, Marco Island, Everglades VCB	FL
Mesa VCB	AZ	Pensacola Bay Area CVB	FL
Calistoga Chamber & Visitors Center	CA	Seminole County CVB	FL
Catalina Island Chamber	CA	Space Coast Office of Tourism	FL
Destination Lancaster	CA	The Beaches VCB	FL
Half Moon Bay - Chamber	CA	St. Lucie County TDC	FL
Healdsburg Chamber & VB	CA	Visit St. Petersburg/Clearwater	FL
Morro Bay	CA	Albany Georgia CVB	GA
Pismo Beach CVB	CA	Alpharetta CVB	GA
Redding CVB	CA	Augusta CVB	GA
San Luis Obispo County CVB	CA	Carrollton Area CVB	GA
San Mateo County CVB	CA	Columbia County CVB	GA
Santa Barbara CVB	CA	Columbus CVB	GA
Shasta Cascade Wonderland Assn.	CA	DeKalb GA CVB	GA
Vallejo CVB	CA	Henry County CVB	GA
Ventura VCB	CA	Peachtree City CVB	GA
Visit Mendocino County	CA	Sandy Springs - Mobile	GA
Visit Oceanside, CA	CA	Sandy Springs, GA CVB	GA
West Hollywood	CA	Visit Savannah	GA
Yolo County VB	CA	Aurora Area VCB, IL	IL
Yosemite/Mariposa County TB	CA	Naperville VCB	IL
Boulder CVB	CO	Oak Park Area VCB	IL
Colorado Hotel & Lodging Assn.	CO	St. Charles, IL CVB	IL
Estes Park CVB ¹	CO	Hamilton Co. CVB	IN
Fort Collins CVB	CO	Finney County CVB ¹	KS
Fruita Tourism	CO	Lawrence VCB	KS
Glenwood Chamber Resort Association	CO	Manhattan VCB	KS
Granby Chamber	CO	Topeka CVB	KS
Grand County Tourism	CO	Lafayette CVC	LA
Grand Lake Chamber	CO	Lake Charles CVB	LA
Kremmling Chamber	CO	St. Martin Parish Tourism	LA
Loveland Colorado Visitors Bureau	CO	St. Tammany Parish Tourist	LA
Montrose Tourism	CO	Vermilion Parish Tourist	LA
Pagosa Springs	CO	Vernon Parish Tourism	LA

Visit Aurora	CO	West Feliciana Parish TC	LA
Visit Aurora Healthcare Micro Site	CO	Cape Cod Chamber	MA
Winter Park-Fraser Chamber	CO	Nantucket Lodging Assn.	MA
Central Connecticut Tourism	CT	New England Innkeepers Assn.	MA
Greater Mystic VB	CT	National Harbor	MD
Prince George's County Maryland	MD	Ulster County Tourism	NY
Acadia Welcome Center	ME	Edmund CVB	OK
Bar Harbor Chamber	ME	Norman VCB	OK
Frankenmuth CVB	MI	Stillwater VCB	OK
Gaylord Area CTB	MI	Clackamas County Tourism	OR
Holland Area CVB	MI	Seaside VB	OR
Sault Ste. Marie CVB	MI	Central Pennsylvania CVB	PA
Bloomington VCB	MN	Columbia Montour VB	PA
Brainerd Lakes Area C of C	MN	Greater Philadelphia Tourism Mktg. Corp.	PA
Eagan, MN VCB	MN	Providence CVB	RI
Lake Vermilion MN	MN	Beaufort Regional CC	SC
Mayo Civic Center Rochester MN	MN	Capital City Lake Murray Country	SC
Minneapolis Northwest	MN	Rock Hill/York County CVB	SC
Owatonna Area Chamber & Tourism	MN	Rapid City CVB	SD
Rochester VCB	MN	Gatlinburg CVB ¹	TN
Rochester Downtown Alliance	MN	Allen VCB	TX
Rochester International Airport	MN	Amarillo Convention & Visitors Council	TX
Roseville Visitors Assn.	MN	Brenham/Washington City CVB ¹	TX
Saint Paul VCB	MN	Farmers Branch VCB	TX
Shakopee Area VCB	MN	Frisco CVB ¹	TX
Springfield VCB Inc.	MO	Granbury CVB	TX
Springfield Hotel Lodging Assn.	MO	Irving VCB	TX
St. Charles MO VCB	MO	Laredo CVB	TX
Meridian/Lauderdale County Tourism	MS	Marshall CVB	TX
Natchez VCB	MS	Matagorda County CVB	TX
Tunica CVB	MS	Midland CVB	TX
Tupelo CVB	MS	Plano VCB	TX
Pinehurst Southern Pines Aberdeen CVB	NC	Richardson CVB	TX
Fargo-Moorhead CVB	ND	Waco VCB	TX
Greater Grand Forks CVB	ND	Waxahachie CVB	TX
Lincoln CVB	NE	Webster-Space Center	TX
Jackson Chamber (NH)	NH	Wichita Falls VCB	TX
Waterville Valley Resort Assn.	NH	Alta Chamber & VB	UT
Albuquerque VCB	NM	Cedar City Utah	UT
City of Red River	NM	Park City Chamber	UT
Los Alamos Chamber	NM	Discover Prince William & Manassas CVB	VA
Santa Fe CVB	NM	Lynchburg CVB	VA
Red River CVB	NM	Williamsburg Hotel and Motel Assn	VA
Visit Laughlin	NV	Bellingham Whatcom County Tourism	WA
Visit Mesquite	NV	Lake Chelan Chamber	WA
Central New York (10 Counties)	NY	Vancouver USA Regional Tourism	WA
Cooperstown/Otsego County Tourism	NY	Visit Rainier	WA
Finger Lakes Tourism Alliance	NY	Visit Spokane	WA

Greater Binghamton CVB	NY	Yakima Valley VCB	WA
Yates County Chamber of Commerce	NY	Greater Green Bay Lodging Assn.	WI
Otsego County Tourism	NY	Greater Milwaukee	WI
Steuben County NY	NY	Wisconsin Hotel and Lodging Assn.	WI
Sullivan County Visitors Assn.	NY	Casper Area VCB	WY

CANADA

Provinces

New Brunswick Tourism & Parks	NB
AHLA/Travel Alberta *	AB
Canadian Star Quality Assn.	AB
British Columbia	BC
Alberta	AB
Saskatchewan	SK
Manitoba	MB

Cities/Regions

Banff/Lake Louise Tourism	AB
Tourism Abbotsford	BC
Tourism Kamloops	BC
Tourism Prince George	BC
Tourism Richmond	BC
Tourism Surrey	BC
Tourism Victoria	BC

Tourism Saskatoon	SK
Tourism Winnipeg	MB
City of Miramichi	NB
Discover Saint John	NB
Fredericton Tourism	NB
Moncton Tourism	NB
Tourism Edmundston	NB
Tourism Toronto	ON
Calgary Hotel Assn *	
Tourism Burnaby*	
Regina Hotel Assn	

CARIBBEAN

Aruba Tourism Authority	AR
Bonaire Hotel and Tourism Assn.	PR
Puerto Rico Hotel & Tourism Assn.	PR
St Maarten Tourism Bureau	SM
St. Kitts Tourism	KI
USVI Hotel & Tourism Assn.	UV

* Launching Q1 2014

Attachment C – Jackrabbit Systems Interfaces List of Lodging Reservation Systems

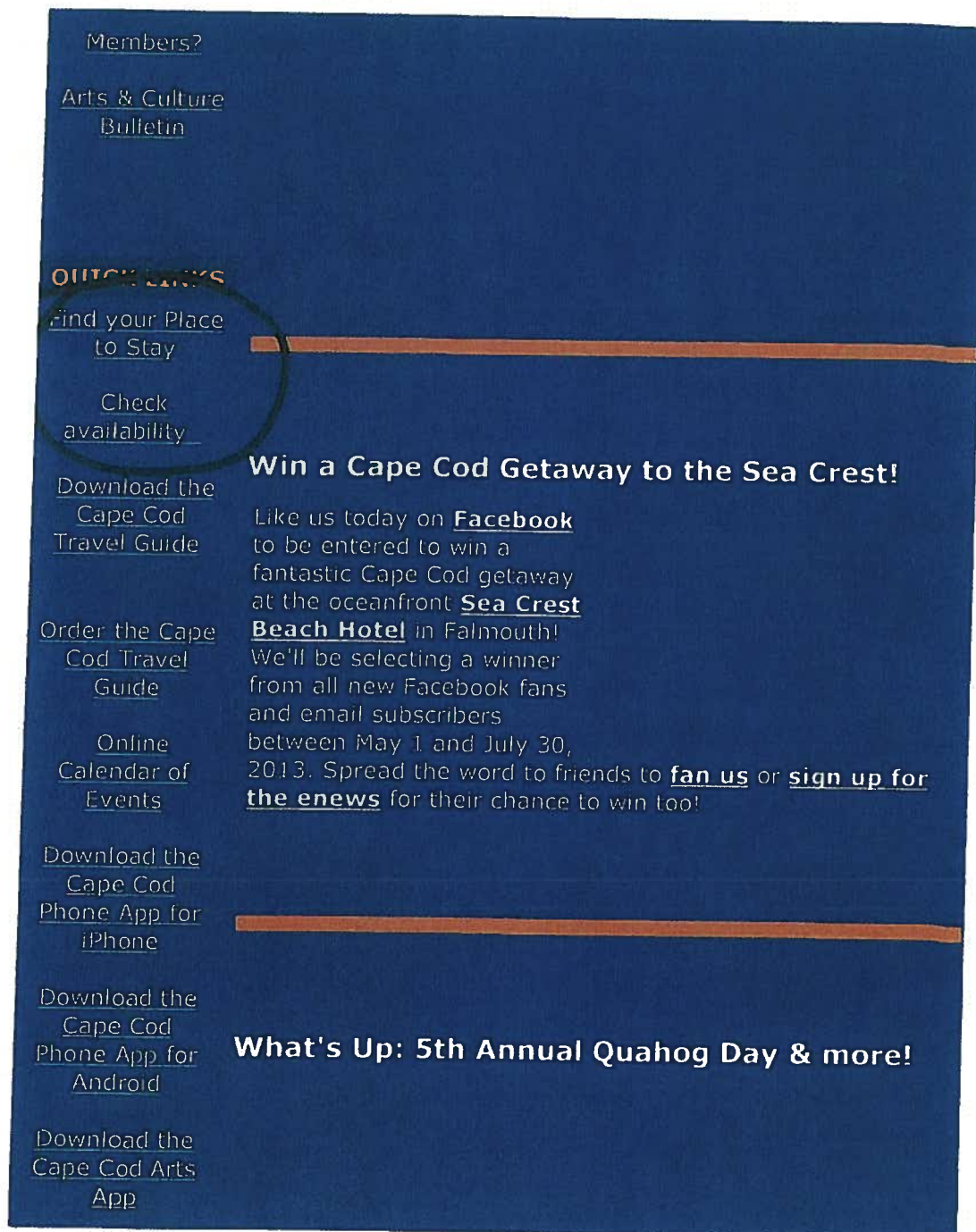
Supported Reservation Engines

Name	Deep Link	Lodgings	Name	Deep Link	Lodgings	Name	Deep Link	Lodgings
Alexander Inn	No	1	Grace Soft	Yes	3	Mingus	No	4
Alternate Image	Yes	42	Grace Soft V2	No	5	Moonicorn	No	1
Availability Online	Yes	64	Great Wolf Resorts	No	4	Motel6	Yes	348
Avvio	No	6	Guest Centric	No	1	Mountain Rentals	Yes	1
BDS Works	No	2	GuestAll	Yes	2	My E-Res v30	Yes	2
Barefoot	Yes	7	GuestMaster	Yes	1	My E-Res v40	No	32
Beachside at Nantucket	Yes	1	Hilton XML	No	1,754	My Fidelio	No	43
Bellhop	No	3	HomeAway (Cabins USA Gatlinburg)	No	1	My Fidelio New	No	3
Best Western	Yes	1,139	HomeAway.com	No	4	My Res Book	No	1
Best Western Lease	No	15	Hotel Concepts	No	1	NEW - Guest Go	Yes	1
Bill's Gambling Hall	Yes	1	Hotel Factory	Yes	33	Net Booker	Yes	2
Black Diamond	Yes	20	Hotel Germain	Yes	3	Net Booker NG	Yes	21
Book It Now	No	8	Hotels Plus	No	2	Net Booking	Yes	22
Book on the Net	No	49	Hyatt	Yes	6	Nitelink	Yes	32
Book on the Net org	No	1	IRMNet Version 2.093.5	Yes	33	Occidental Grand Aruba	No	1
BookT	No	5	IRMNet Version 3.0.002.07	Yes	11	OmniHotels	Yes	31
Bookability	Yes	6	Info Shield	Yes	1	On Res Systems	Yes	23
Booking Center	Yes	23	Info Shield AJAX	Yes	4	OneTech	No	4
Boyd Gaming	Yes	10	Inn Points JSON Service	Yes	3	Open Book ASP www2	No	18
Camis	No	9	Inn Quest and Room Master	No	188	PH Hotels	Yes	22
Carlson Hotels	Yes	366	Inn Road	No	33	Plum Lee Gulf Beach Realty	No	1
Centium Software	Yes	4	Innline	Yes	5	Premiere Ruidoso Cabins	No	1
Chelan Vacation Properties	No	7	inntopia.Travel	Yes	45	Quokka	Yes	8
Choice	Yes	1,795	Instant Software Online XML	No	58	R&R Properties	Yes	1
CmonInn	Yes	1	InterContinental Hotels Group (IHG)	Yes	1,732	RV on the Go	No	2
Coast Hotels	Yes	43	InterContinental Hotels Group (IHG, legacy)	No	6	ReGISres	No	3
Connetik (Coastal Inns)	No	2	Internet Reservation Module	Yes	1	Red Lion	No	2
Cosmopolitan of Las Vegas	Yes	1	Intown Suites	Yes	9	Rental Management 4 (RM4)	Yes	6
Deer Valley	Yes	8	IntraRez	No	6	Res CMS	Yes	36
Delta Hotels	No	18	JackRabbit Reservations	Yes	286	Res Maker	No	2
DestinationNext	Yes	1	Karyonres	Yes	2	Res On The Web (AutoClerk)	Yes	18
Diamond Resorts	No	3	La Quinta	Yes	473	ReservHotel	Yes	12
Direct Inn	Yes	64	Lansaweb	Yes	24	ReservIT aka Soft Booker (SoftBooker.ReserveIT)	Yes	2
Direct Online Reservation System	Yes	15	Live Rez	No	31	Reservation Key V2	Yes	8
Drury hotels	Yes	77	Lodgeres	Yes	1	Reservation Page	Yes	52
EZ Reservation	Yes	2	Loews Hotels	Yes	6	ReservationFriend	No	16
Entech	Yes	5	Luxury Res	No	11	Reservations Online	No	4
Escapia	No	19	MGM	Yes	15	Reserve America	Yes	96
Extended Stay	No	195	MSI Web Booking iframes	No	1	Reserve Travel Online	No	2
Fairmont	No	13	MSI web booking	Yes	6	Reseze	Yes	33
Fast Booker	Yes	1	Magpie Systems	Yes	1	Resnexus (Availability Exchange)	No	62
Five Star Hotel Systems	Yes	9	Manual (static rate, always available)	No	64	ResorTime	No	1
Foothills Inn	Yes	1	Marriott	Yes	1,195	Resort Collection	Yes	4
Four Seasons	No	1	Marriott Lease	Yes	66	Resort Network Software	No	29
Front Desk Anywhere	No	2	Melia	Yes	2	Resort Planet	Yes	5
Front Desk Anywhere V2	No	10	Mesquite Gaming	Yes	2	Resort Suite	No	3
Frontier Lodge Glenwood	Yes	1						
Gaylord Hotel	Yes	1						
Genares Soap Service	Yes	173						

Name	Deep Link	Lodgings	Name	Deep Link	Lodgings
ResortRentals	No	4	WebRes	No	6
Rez Stream	Yes	53	Webervations	Yes	790
Rez Tracker	No	4	Webervations V2	No	22
Rez Tracker Online	No	6	WindSurferCRS	Yes	40
Rez Trip (new)	No	7	Woodrun V	Yes	1
RezExpert2	No	21	World Web	Yes	105
RezStreamV2	No	28	Wyndham Rewards	No	2,027
RezStreamV3	No	45	Wytestone	Yes	1
Rezovation	Yes	25	Xanterra Parks & Resorts	Yes	7
Rezovation V2	No	266	YourReservation	Yes	15
Ritz Carlton	Yes	16	Zane Grey	Yes	1
SMS World Simple	Yes	8	Zoom 2 Travel	Yes	5
Sandrix	Yes	14	asihoteleis	No	14
Seaside Oregon Vacations	Yes	1	b4checkin	Yes	11
Secure Hotel Booking	No	1	eBooker	Yes	4
Secure Res GDS	Yes	16	globekey.com	Yes	17
Secure Res/Vizergy	Yes	101	iHotelier (Lease Sites Only)	Yes	154
Secure Reservation	Yes	1	iHotelier JavaScript (Lease Sites Only)	Yes	7
SecureVault	Yes	10	iHotelier SOAP (Preferred)	Yes	592
Sequoia Inn	Yes	1	reconline	Yes	13
Shilo Hotels	Yes	2	v1webcontrols	No	11
Ski Mountain Gatlinburg	Yes	1			
Skyware Systems	No	6			
Snow Flower	No	1			
Sofitel	No	2			
Starwood Hotels	Yes	321			
Stay Calendar	Yes	2			
Sterling Valley Systems	Yes	1			
Sun Valley	Yes	4			
Sunrise Reservations	Yes	1			
Sunshine Island Inn (One Off)	Yes	1			
Super Inn	Yes	118			
Synxis	Yes	131			
Synxis 2	Yes	653			
Synxis XML	Yes	7			
Tablet Bookings	Yes	1			
Texas Touring Lodging	No	1			
Timothy Beach Resort St Kitts (Unique)	No	1			
Total Rewards	Yes	13			
Trading Places	No	2			
TravLynx XML	Yes	272			
Travel Hero	Yes	4			
Travel Surf	No	1			
TrekFeedr	No	4			
Univisit	Yes	3			
Unlimited Reservation Services	Yes	2			
Vacation Resorts International	Yes	4			
VacationRentals.com	No	3			
Vacations Inc	No	1			
Value Place	No	36			
Valueres	Yes	1			
Web Hotel	Yes	29			
Web Reserv	No	2			

Attachment D – email integration – Cape Cod example

User clicks the “*Check Availability*” link in the email and is redirected to the Cape Cod web page where the JackRabbit search widget is embedded; enters his/her stay dates; then connected to search results page which lists available lodgings with rates; user refines search and then links to desired lodging to complete a direct reservation.



Members?
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Bulletin

OUTER LINKS

[Find your Place to Stay](#)

[Check availability](#)

[Download the Cape Cod Travel Guide](#)

[Order the Cape Cod Travel Guide](#)

[Online Calendar of Events](#)

[Download the Cape Cod Phone App for iPhone](#)

[Download the Cape Cod Phone App for Android](#)

[Download the Cape Cod Arts App](#)

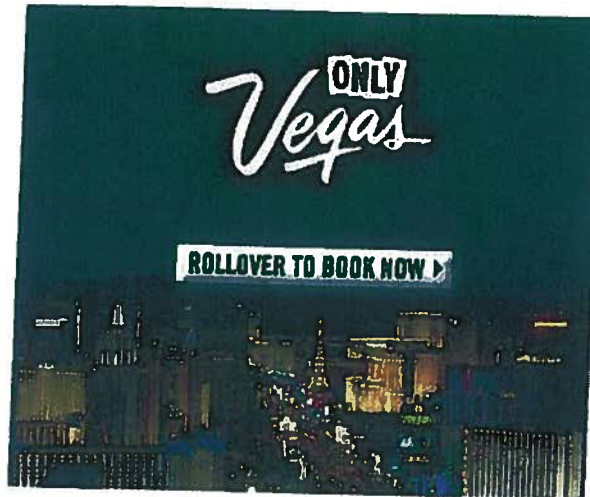
Win a Cape Cod Getaway to the Sea Crest!

Like us today on [Facebook](#) to be entered to win a fantastic Cape Cod getaway at the oceanfront [Sea Crest Beach Hotel](#) in Falmouth! We'll be selecting a winner from all new Facebook fans and email subscribers between May 1 and July 30, 2013. Spread the word to friends to [fan us](#) or [sign up for the enews](#) for their chance to win too!

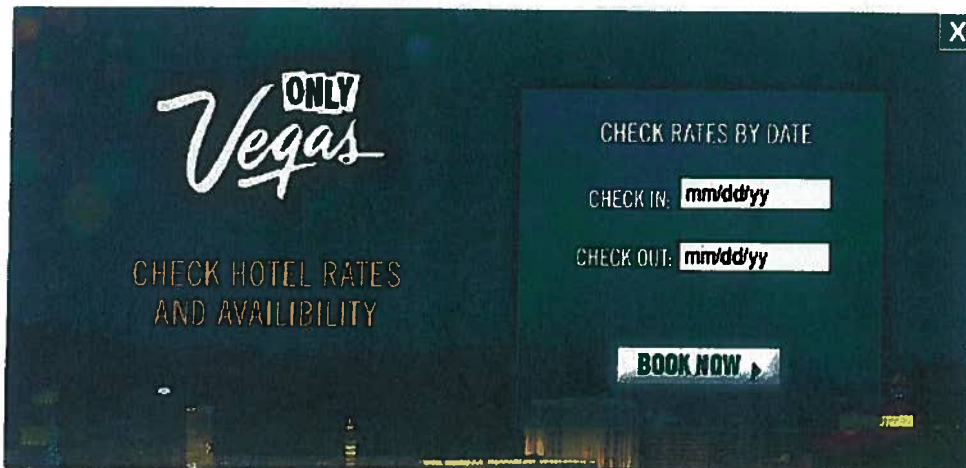
What's Up: 5th Annual Quahog Day & more!

Attachment E – Rich media ad integration – Las Vegas example

Step 1. Las Vegas ad placed on consumer websites



Step 2. User rolls over ad with cursor to display search widget and enters desired stay dates.



Step 3. User is linked to search results page displaying available lodgings with rates and can then refine search further before selecting and being linked to chosen lodging to complete direct booking

