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FOR IMMEDIATE RELEASE

The New Crowne Plaza Old Town Alexandria Hotel Debuts New Web Site

Hotel Partners with Internet Marketing Company Worldwide Revenue Solutions

ALEXANDRIA, VA, January 2009 – The New Crowne Plaza Old Town Alexandria, a leader of [Alexandria, VA hotels near Washington D.C.](#), is eager to announce the recent launch of their new independent Web site. The site was designed and developed by Worldwide Revenue Solutions (WRS), a Dallas, Texas-based hotel Internet marketing company.

The Web site was constructed to attract both search engines and business or leisure travelers seeking Alexandria hotels near Washington D.C. Crisp imagery, compelling, search engine-optimized content and an easily-navigable layout will drive qualified traffic through the major search engines while increasing online revenue by converting these site visits into bookings.

"In this day and age, with an ever increasing volume of online reservations and information gathering, it is imperative to not only be on the web, but have a presence that can only be achieved by the development and optimization of a first quality Web site," said Durwood Gould, Director of Sales and Marketing. "We are looking forward to the added growth in our online contribution to the highest rated segments once this site has achieved key placement."

The New Crowne Plaza Old Town Alexandria, located on the Potomac River, is a recently-renovated full-service hotel near Washington D.C., just two miles from Ronald Reagan Washington National Airport. For more information and to view the new Web site, visit: <http://www.cpoldtownalexandriahotel.com/>

About Crowne Plaza Old Town Alexandria hotel:

The New Crowne Plaza Old Town Alexandria hotel welcomes business and leisure travelers with newly-renovated accommodations, consistent service and thoughtful conveniences. The preferred option for [Alexandria hotels near Washington D.C.](#), this full-service lodging option features the Crowne Plaza Sleep Advantage® Program and high-speed Internet access in all rooms and suites and the Crowne Plaza Meeting Success Program for event planning made easy. Property amenities include: ample function space for up to 600, Chequers on-site restaurant, 24-hour fitness center, 24-hour business

center, seasonal rooftop swimming pool and a complimentary shuttle to Ronald Reagan Washington National Airport. For more information on this Alexandria hotel, call 1-703-683-6000 or visit <http://www.cpoldtownalexandriahotel.com/>

About Worldwide Revenue Solutions:

Worldwide Revenue Solutions (WRS) is a search engine optimization (SEO) company in Dallas, Texas, founded by Aziz and Linda Ghaffari. WRS is a privately-owned hospitality Internet marketing company developed as an online marketing partner for hotels to optimize revenue from Internet and brand resources. WRS offers over 50 years of combined hospitality industry experience, dedicated to search engine optimization, social networking, search engine and tactical online marketing, content research and writing, website design and development, as well as Customer Relationship Management (CRM) execution. For more information on WRS and its services, call 972-424-2200, e-mail info@wrsol.com or visit our website at <http://www.wrsol.com/>

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