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PRESS RELEASE - *For Immediate Release*

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MIDLAND CVB ANNOUNCES PARTNERSHIP WITH BOOKDIRECT™ TO HELP VISITORS BOOK HOTEL ROOMS

The Midland Convention & Visitors Bureau (CVB) announced today its partnership with JackRabbit Systems BookDirect™, a new booking solution that allows visitors to immediately view accommodation availability, amenities and the lowest available room rate as matched with the visitor's desired travel dates to book a room directly on the CVB's website, www.VisitMidlandTexas.com.

"We are very excited to be working with JackRabbit Systems," said Gaylia Olivas, Vice President of the Midland CVB. "One of the main reasons we chose the BookDirect Search Engine technology is that it will not cost our local accommodation partners any money to participate and we really like the map view option. The JackRabbit team has been wonderful to work with and we look forward to a long and successful relationship."

Visitors can access the booking system online at www.VisitMidlandTexas.com and search for hotel availability and rates using the widget on the top right-side menu. Visitors can also see accommodation rates by date as well to determine best check-in and check-out dates.

The mission of the Midland Convention & Visitors Bureau is to encourage economic growth by developing, promoting, enhancing and supporting Midland as a vibrant visitor destination.

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