

**Milestone CMS delivers record 30% average revenue growth and 300% average group booking increases for its customers, powered by a unique mix of technology, design and strategy.**

*Summary: New websites on Milestone Content Management System consistently experience a 25-40% increase in revenue and a 300% increase in group bookings.*

Santa Clara, CA - February 14, 2017 - Milestone announced another banner year for its customers as they achieved record results by leveraging Milestone's unique value as both a software developer and a design and digital marketing agency. New web sites on Milestone's Content Management System consistently experience a 25% to 40% growth in revenue. Hotels and resorts like the [Tan-Tar-A Resort](#) in Osage Beach, Missouri, for example, achieved year-over-year revenue growth in high double digits, over 57% with an increase in group bookings of 300%.

Milestone achieved these exceptional results by leveraging our unique combination of in-house developed technology, award-winning design, and omni-channel digital marketing strategies. In 2016, Milestone customers enjoyed a series of technological "world's firsts":

1. The world's first CMS system for hospitality designed to build and deploy native AMP pages, leading to exceptional mobile performance and visibility.
2. The worlds' most robust CMS system designed to benefit from voice search technology, Milestone's CMS system supports over 70 hospitality-specific schema-tags.
3. Access to the world's first Content Management System for the hospitality industry fully capable of developing ADA conforming pages and of automatically flagging ADA conformity issues on pages.
4. Exclusive access to Milestone Analytics, the first analytics system for hospitality that allows hotels to measure engagement across all channels through the customer journey, providing a complete investment picture that allows hotels to maximize ROI.

"2016 was another record year for Milestone," said Anil Aggarwal, Milestone CEO, "as we head into 2017 we are very cognizant of the looming threat from AirBnB and OTAs to our customer base. We continue to provide the best mix of technology, strategy and exceptional

design to our customers,” continued Mr. Aggarwal. By the year 2020 comScore is predicting that over 50% of search will be powered by voice. To stay ahead of the huge leaps in artificial intelligence, voice search, and machine learning, Milestone’s in-house developed technology will keep hotels ahead of these rapidly changing conditions that threaten to put the market out of reach for all but the largest players.

Hoteliers interested in getting more out of their marketing investment can meet with Milestone at the upcoming HSMAI Digital Marketing Strategy Conference in New York, as well as download the Tan-Tar-A case study at

<http://info.milestoneinternet.com/acton/media/22640/tan-tar-a-resorts>.

#### About Milestone

Milestone is a leading provider of digital marketing software and services for hospitality, retail and finance. We provide a full range of solutions including website and mobile design, content creation, SEO, analytics and competitive intelligence. Our state-of-the-art technology and solutions drive revenue and ROI for clients across the globe. Over 2,000 companies world-wide do business with Milestone, including leading hotel chains, major retailers and financial services companies. Milestone has garnered over 300 awards and a reputation for blending outstanding design with advanced technological capabilities. Milestone is one of Silicon Valley Business Journal’s fastest growing companies and is an Inc. 5000 company.