

StarCite's Destination Marketing Unit Partners with DMI

PHILADELPHIA, November 6, 2007 – StarCite, the leading on demand global meetings management company, and DMI, an exclusive collection of Hotels, Convention and Visitor Bureaus and Destination Management Companies announced today a new alliance that blends the two companies' hotel and DMC supplier portfolios along with their sales and marketing efforts.

“We're very excited about this new alliance, which expands our portfolio of suppliers and essentially doubles our sales force with the addition of DMI staff,” said Mark Phillips, StarCite's Managing Director for International Markets. “StarCite's destination marketing division helps meeting planners connect with interesting destinations and service companies around the globe providing memorable incentive travel and corporate events.”

StarCite's Destination Marketing Unit offers corporate meeting and incentive planners up-to-date information about destinations around the world, and assists in all phases of planning including introductions to a portfolio of international DMCs, hotels, airlines, luxury trains and other suppliers.

DMI provides National Sales Office services to more than 130 hotels, Destination Management Companies, and Convention and Visitor Bureaus in its portfolio. In addition, DMI offers direct sales calls, tradeshow participation, lead generation and cooperative sales and marketing campaigns for its members. Through DMI's partner referral program, suppliers can share information and exchange leads with other DMI hotels and DMCs.

John Gaca, President, DMI said “We're very pleased to increase our value to both meeting planners and suppliers by partnering with StarCite, the leader in the meetings management industry.”

About StarCite, Inc.

StarCite[®], Inc. is the leading provider of On Demand Global Meeting Solutions[™]. StarCite optimizes global investments in corporate meetings and events, delivering visibility, savings and control. StarCite provides process efficiency, enabling technology and proven adoption management support to drive significant cost reduction to buyers and enhanced revenues to suppliers. StarCite is based in Philadelphia. StarCite's equity holders include Internet Capital Group (NASDAQ: ICGE), TPG Growth, Norwest Venture Partners (NVP), and TL Ventures. For more information about StarCite or its technologies and services, please visit www.starcite.com.

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