

Rearden Commerce™ Welcomes Morris Murdock Travel as Newest TMC Alliance Program Member

Morris Murdock provides Zions Bank the Power of the Rearden Personal Assistant

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Rearden Commerce, creator of the first on-demand personal assistant and the first on-demand platform for services, today announced Salt Lake City-based Morris Murdock Travel (morrismurdock.com) is the newest member of its Travel Management Company (TMC) Alliance Program. Since offering its clients the Rearden Personal Assistant, which helps users purchase the range of travel and related services they use in their daily lives, Morris Murdock has already added Utah-based Zions Bank to its roster.

Morris Murdock chose to partner with Rearden Commerce due to the power of its on-demand personal assistant and technology platform. The Rearden Personal Assistant provides an addictive user experience, and helps users quickly find and book all of the services they use in their daily lives, going beyond basic air, hotel and car rental services to include dining, Web and audio conferencing, airport car service and more. By offering these “long tail” services, Morris Murdock expects to grow its own revenue stream and attract more clients.

“We’re delighted to welcome Morris Murdock to the Rearden Commerce Alliance Program,” said Tony D’Astolfo, Vice President of Worldwide Sales, Rearden Commerce. “Our Alliance Program was designed to enable TMCs like Morris Murdock to offer their clients a superior user experience and a range of travel services. It also enables TMCs to boost their revenues by offering other related business services, creating a true win-win situation for both TMCs and their customers.”

“We are constantly looking for ways to differentiate our services in the minds of our clients and prospects, and provide a higher level of value,” commented Becky Potts, President of Morris Murdock Travel. “By offering our clients the range of services available through the Rearden Personal Assistant, beyond just air/hotel/car booking, we can achieve that goal and grow our own revenues in the process. In evaluating the solution, we were especially impressed by the stellar user experience it provides. The Rearden Personal Assistant will be a powerful tool in helping drive user adoption, even in non-mandated environments.”

Morris Murdock found that the Rearden Personal Assistant filled a key need for the Zions Bank travel program. Zions Bancorporation operates through over 500 offices and 600 ATMs in 10 Western states: Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Texas, Utah and Washington. As a full-service bank, Zions offers commercial, installment and mortgage loans; trust services; foreign banking services; electronic and online banking services; automatic deposit and nationwide banking and transfer services; as well as checking and savings programs.

“As Zions Bank evaluated the Rearden Personal Assistant, they recognized the solution was far ahead of other online booking tools in offering a broader range of services, which would give their business an ongoing advantage,” said Potts. “They also appreciated how the solution could be integrated with a variety of leading expense management tools to provide further ease of use and convenience.”

Morris Murdock is joining the Rearden Commerce Alliance Program as a Preferred Reseller, which gives the agency the ability to conduct unlimited transactions with an unlimited number of clients. In addition, Morris Murdock has selected Rearden Commerce as its preferred technology provider, with the agency moving all of its business to the Rearden Commerce platform.

About the Rearden Commerce Alliance Program

The Rearden Commerce Alliance Program enables selected regional TMCs to deliver the Rearden Personal Assistant to companies of all sizes. In choosing its Alliance Program members, Rearden Commerce identifies and certifies TMCs that have well-established client relationships, a reputation for outstanding customer service, diversified offerings, successful client deployments and a proven track record for delivering value to the business traveler. For more information on Rearden Commerce’s Alliance Program, please call 877-778-2763 or go to reardencommerce.com.

Rearden Commerce, Inc.

Rearden Commerce makes life simpler by delivering a web-based Personal Assistant that intuitively manages the everyday details of business and personal life. Just like a seasoned executive assistant, the Rearden Personal Assistant handles an impressive array of tasks and services, and delights users by considering their unique needs and personal preferences. The Rearden Personal Assistant is built on the Rearden Commerce™ Platform, which supports an ecosystem of more than 137,000 trusted merchants and third-party applications providers. Today, more than one million contracted users at organizations ranging from the Fortune 500 to small/medium enterprises, including ConAgra Foods, Glaxo Smith Kline and JDSU, rely on the recommendations and assistance of the Rearden Personal Assistant to save time and be more efficient, while saving their companies money. Rearden Commerce and Rearden Personal Assistant are trademarks of Rearden Commerce, Inc. All other trademarks are the property of their respective owners. Rearden Commerce is headquartered in Foster City, CA. For more information, visit www.reardencommerce.com.

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