



Headquarters:  
7900 Westpark Drive  
Suite A320  
McLean, VA 22102

703.827.0200 main  
703.827.0175 fax  
www.mcleanllc.com

Contact: Katie Merchant, Marketing and Communications Manager  
Phone: (703) 752-9008  
E-mail: kmerchant@mcleanllc.com

FOR IMMEDIATE RELEASE

## **MTECH ACQUIRED BY NEWMARKET INTERNATIONAL**

*The McLean Group advises on a Travel & Hospitality deal*

MCLEAN, VA – November 3, 2011 – The McLean Group today announced that it acted as the exclusive mergers and acquisitions (M&A) advisor to Ruds, Inc., doing business as MTech, in its sale to Newmarket® International, Inc. The financial terms of the deal were not disclosed.

MTech is the recognized global hotel industry guest experience management and workflow automation software leader. Founded in 1993 as an enterprise software company, MTech evolved its business model to provide solutions to clients using its Software-as-a-Service delivery platform. MTech now serves more than 2,000 customers in more than 40 countries.

MTech President and shareholder Luis Segredo said, “Newmarket International is an excellent fit for our clients and employees, and we are truly excited about taking the MTech vision forward in a big way.” Sean O’Neill, Chairman of Newmarket International, added, “MTech represents tremendous new talent, product and growth prospects for our customers and organization.”

John Rovani, Senior Managing Director and leader of The McLean Group’s Travel & Hospitality practice, advised on the transaction. This deal adds to his practice’s long list of closed transactions in the travel & hospitality service sector.

### **About The McLean Group**

The McLean Group, LLC, a middle market investment bank headquartered in the Washington, DC metropolitan region, provides mergers and acquisitions, corporate finance, market intelligence and business valuation. The firm serves domestic and international clients with a broad resume of successfully consummated financial transactions. For more information, visit [www.mcleanllc.com](http://www.mcleanllc.com).

### **About Newmarket International**

Founded in 1985, Newmarket® International delivers proven business services that turn venue space into revenue streams. Today, our solutions are a cornerstone in the global hospitality marketplace, with more than 28,000 installations worldwide. Our flagship product Delphi® remains the industry standard for empowering hospitality to generate more revenue, lower costs, increase profitability, and improve guest satisfaction. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in London, Shanghai and Singapore. For more information, please visit [www.newmarketinc.com](http://www.newmarketinc.com) or contact [marketinginfo@newmarketinc.com](mailto:marketinginfo@newmarketinc.com), and follow Newmarket International on Twitter, Facebook and LinkedIn.

### **About MTech**

Since 1993, MTech has developed and installed solutions to help hotels work smarter — not harder. The company serves more than 2,000 hotels in more than 40 countries. Focused on improving guest service by improving efficiency, MTech offers HotSOS, PMWorks, REX and now Libra OnDemand. All MTech solutions today are enterprise level, SaaS solutions that offer maximum value with limited investment. MTech also provides consulting and training services to help customers achieve maximum value from their investments. It serves its customers from data centers in Miami, Las Vegas and Hong Kong, and its company headquarters are in Miami. For more information on the company, please visit [www.m-tech.com](http://www.m-tech.com).

