

-----FOR IMMEDIATE RELEASE

For additional information, please contact:

IDEaS™

A sas COMPANY

Mulberry Marketing Communications

Nicole DiVito

ndivito@mulberrymc.com

+1 312 664 1532

IDEaS Revenue Solutions

Star Bazella, Director of Marketing

star.bazella@ideas.com

+1 952 698 4200

IDEaS Announces Second Set of Winners of 2011 IDEaS Cornell Revenue Management Scholarship

***First-of-its-kind scholarship program offers hospitality professionals
access to career development opportunities in revenue management***

MINNEAPOLIS, MN – DECEMBER 13, 2011 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced the second and final round of 2011 [IDEaS Cornell Revenue Management Scholarship](#) winners. Winners include Matthew Wilson, Director of Revenue Management, DoubleTree by Hilton Boston Downtown; Nicola McDougall, Revenue Coordinator, Apex Hotels, Edinburgh, Scotland; and Jeff Tang, Director of Revenue Management, Grand Hyatt Hong Kong. The recipients were selected by the Scholarship Panel at the Cornell University School of Hotel Administration for their exceptional skill sets and career aspirations within the field of revenue management.

“We are thrilled to award this scholarship to another round of hospitality professionals eager to advance their understanding of revenue management and advance the revenue management discipline within their teams,” said Vivek Bhogaraju, Senior Manager, Corporate Business Development, IDEaS. “Revenue management is a necessary function today, and Cornell’s curriculum offers an in-depth look at emerging ideas and current practices that benefit hospitality professionals in a variety of positions.”

The scholarship program, funded by IDEaS, gives hospitality professionals access to five eCornell courses covering topics such as pricing strategy, overbooking practices and forecasting in relation to revenue management and allows both beginners and seasoned

revenue management professionals from around the world the opportunity to evolve their knowledge of the industry.

“This scholarship provides a fantastic opportunity to learn from the best and brightest and further develop my skill set,” said Wilson. “Revenue management is a rather recent and constantly evolving role, and I look forward to discovering new management techniques to help me improve revenue initiatives within my organization.”

“The continued teaching of revenue management is imperative to keep one step ahead of your competition and grow your business in tough economic times,” added McDougall. “I hope to take away an enriched knowledge of best working practices and utilize the information to educate my colleagues and create a more effective revenue department.”

“This program has the potential to bring my hotel’s operating efficiency to the next level, and I trust that I will gain an understanding of new approaches and tools for optimizing revenue across all levels of operations,” said Tang.

For more information about the IDeaS Cornell Revenue Management Scholarship Program and applicant eligibility, please visit www.ideas.com/scholarship.

About IDeaS

Founded in 1989, IDeaS Revenue Solutions - a SAS Company, offers industry-leading revenue management Software, Services, and Consulting to the hospitality industry. Headquartered in Minneapolis, IDeaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, the Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

-#####-