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For additional information, please contact:

Mulberry Marketing Communications
+ 44 (0) 20 7928 7676

Dan Brown, dbrown@mulberrymc.com
Jon Haworth, jhaworth@mulberrymc.com
Cristina Arborio, carborio@mulberrymc.com

Star Bazella, IDEaS Marketing Manager,
star.bazella@ideas.com
+1 952 698 4200

Hotel Berna Milan Selects IDEaS for Revenue Management and Business Intelligence

MINNEAPOLIS, MN & MUNICH – FEBRUARY 7, 2008 – IDEaS, the leading provider of hospitality revenue management and optimization solutions, announced today that Hotel Berna, Milan, has implemented IDEaS V5i On-demand Revenue Management Solution to manage its pricing strategies.

Hotel Berna is an independent three star hotel located in the heart of Milan, and a sister property of Lugano Dante, Switzerland, a four star hotel which is already successfully employing IDEaS products.

“The extremely positive results obtained in Switzerland were the reason why we have decided to deploy IDEaS’ solutions also in Italy. The relationship with IDEaS is key for our business, as it allows us not only to experience significant revenue increase but also to gain additional competitive advantages over our competitors.” says Carlo Fontana, owner of the hotel.

Hotel Berna has already completed the implementation of all the available modules for the V5i system in order to forecast demand, differentiate its business, improve its profitability and account for uncertainty in the market. Fontana added: “In particular, the V5i BAR (Best Available Rate) module is a perfect fit for our facility. Thanks to its integration with our

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web-rate-shopper facility, it is a very powerful tool, and it will be fundamental in making pricing decisions while also incorporating competitive rate information. In addition to that, it guarantees quicker and better response to our competitors' moves”.

“We are proud of this new relationship with Hotel Berna. It represents a significant step forward for IDeaS, as it provides an opportunity for us to prove ourselves in the Italian market, which has many independent hotels like Hotel Berna a lot of potential for our business,” says Fabian Specht, IDeaS Director, EAME. “Everyone at IDeaS strives to provide the maximum benefit to our customers through our cutting-edge revenue management solutions and we feel well positioned for future growth in this market”.

About IDeaS

Integrated Decisions and Systems, Inc. (IDeaS) invented critical decision solutions that enable global organizations such as leading hotels, airlines, car rentals, car parking, manufacturing, and transportation management companies to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue and profits.

By providing Forecasting, Optimization and Pricing solutions, coupled with IDeaS' On-Demand Software as a Service (SaaS) applications, IDeaS can help make an immediate impact on company revenue and profitability.

Headquartered in Minneapolis, Minnesota, IDeaS maintains global technology, support and sales offices in North America, the United Kingdom, Europe, Australia and Asia. For more information, visit www.ideas.com.

About Berna Hotel

Berna Hotel is located in a strategic position in Milan, Italy, easily attainable to the city's main attractions: the Duomo, Via Montenapoleone, the Teatro della Scala etc. The Hotel differentiates through its extraordinary level of service and five different types of room conceived for the guests' stay, and “excellent qualities at a competitive rate” is its philosophy.

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