

-----FOR IMMEDIATE RELEASE



For additional information, please contact:

**Mulberry Marketing Communications**  
+ 44 (0) 20 7928 7676

**Dan Brown**, [dbrown@mulberrymc.com](mailto:dbrown@mulberrymc.com)  
**Jon Haworth**, [jhaworth@mulberrymc.com](mailto:jhaworth@mulberrymc.com)  
**Cristina Arborio**, [carborio@mulberrymc.com](mailto:carborio@mulberrymc.com)

**Star Bazella**, IDeaS Marketing Manager,  
[star.bazella@ideas.com](mailto:star.bazella@ideas.com)  
+1 952 698 4200

## **Brendan May Named Sales Manager Europe of IDeaS Revenue Optimization**

**MINNEAPOLIS & MUNICH** – June 26, 2008 – IDeaS Revenue Optimization, the leading provider of hospitality revenue management solutions and services, announced today the appointment of Brendan May as Sales Manager Europe. This choice enables IDeaS to further expand within Europe and means the company is well positioned for further growth. Brendan will be responsible for coordinating sales strategy and brand awareness throughout the region, and identifying and maximizing opportunities to grow sales while maintaining and developing relationship with key customers.

“Joining a respected organization such as IDeaS represents a thrilling challenge for me. The company’s business is growing rapidly as an increasing number of customers are beginning to recognize the importance of revenue management solutions and the high quality of IDeaS’ products,” said Brendan May. “I am therefore very much excited about the prospect of taking sales responsibility for an important area such as Europe.”

A Canadian currently living in Germany, May boasts a proven track record in the travel and hospitality industry. Before joining IDeaS, Brendan was Director of Client Services at h2c consulting, a consulting firm specialized in hotel distribution, and Technology Research Analyst at the travel research company PhoCusWright, a position which further increased his broad travel technology expertise. Prior to that, Brendan gained operational experience with various hotels in Europe and North America including both chains and independent properties, such as the prestigious Hotel im Wasserturm in Cologne. Brendan graduated with honors from the University of Guelph School of Hotel and Food Administration (HAFA) with a degree in Hotel and Restaurant Management.

– more–

"I am delighted to welcome Brendan on board. His extensive expertise in the industry will create significant opportunities for us to reach areas in Europe we are not yet covering, and his customer focused mindset will generate new leads for IDEaS' network," said Uli Pillau, IDEaS Managing Director EAME. "IDEaS has lately witnessed impressive signs of growth and Brendan's skills in managing and motivating a sales team will prove fundamental as we move the business forward."

### **About IDEaS Revenue Optimization**

IDEaS Revenue Optimization is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and services, coupled with IDEaS' On Demand Software as a Service (SaaS) applications, IDEaS can help make an immediate impact on company revenue and profitability.

IDEaS goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize company-wide revenue or profits.

Headquartered in Minneapolis, Minnesota, IDEaS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

– ##### –