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IDeaS Revenue Optimization Selected as the Preferred Revenue Management Partner for Design Hotels™

MUNICH & BERLIN – MAY 28, 2008 – IDeaS Revenue Optimization, the leading provider of hospitality revenue optimization solutions and one of the industry’s fastest growing technology companies, announced that IDeaS has been selected as the revenue management partner for Design Hotels AG.

“We will work closely with IDeaS to provide our members special access to its revenue optimization solutions. IDeaS is known for its vast experience in educating users about revenue optimization,” said Alexis Dobbelaere, Director of Revenue & Distribution at Design Hotel™. “Integrating IDeaS in our Central Reservation System will facilitate the automated upload of revenue management restrictions and reduce manual work for our members.”

Uli Pillau, Managing Director for IDeaS in EAME, commented, “Design Hotels™ is one of the most progressive hotel organizations in the world, and many of its members will be able to benefit from the IDeaS scientific forecasting and optimization solution. All of us at IDeaS are proud to be working with such a knowledgeable and innovative partner.”

Alexis Dobbelaere added, “IDeaS has an outstanding reputation for providing next generation revenue management solutions and related services to hotels worldwide. At Design Hotels™, revenue management is one of the most important areas to address today and we feel our members will be able to benefit significantly from this partnership”.

Several members of Design Hotels™, such as Charlotte Street Hotel and Haymarket Hotel in London and The Mandala Hotel in Berlin, already use IDeaS Revenue Optimization solutions.

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.

About Design Hotels

Design Hotels™ represents and markets a hand-picked collection of more than 170 hotels in over 40 countries across the globe. Established in 1993, as the first of its kind, the company offers unparalleled specialist knowledge from conceptual branding through to market trend consultancy and international representation.

The member hotels are independently owned but united by a commitment to individuality, progressive design and cultural authenticity. Design Hotels™ embody the most advanced ideas in the hospitality industry and offer cosmopolitan travellers new options for both travel and inspiration.

Design Hotels™ provides services ranging from public relations and marketing to global sales and revenue & distribution management. As of 2007 the company has an expanded service portfolio to include consultation in hotel development.

The company has its headquarters in Berlin and branches in London, Barcelona, New York, Singapore, Bali, Tokyo and Perth.

Design Hotels™ is a registered trademark of Design Hotels AG (a German Joint Stock Company).

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