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## NEWS

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### Fontainebleau Resort Miami Beach Selects IDeaS Revenue Management System

December 02, 2008 - IDeaS Revenue Optimization, a leading provider of hospitality revenue management and optimization solutions and services, announced that it has implemented its revenue management solution at the Fontainebleau Resorts' Miami Beach property.



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A historic resort that was recently fully renovated and expanded to 1,504 rooms, Fontainebleau chose IDeaS' unique forecasting and pricing tools to maximize companywide profits and easily integrate with IDeaS partners SynXis reservation management system and OPERA property management system. Fontainebleau recently deployed IDeaS V5i On-Demand revenue management solution equipped with the best available rate (BAR) module and group pricing module.

"We're very pleased with the intelligence and forecasting the IDeaS V5i system provides, particularly in conjunction with the SynXis integration," said Kevin Bryant, director of revenue management, Fontainebleau Miami Beach. "The IDeaS V5i system puts us in control of our entire booking and internal Web site distribution processes from a single system. Since all channels receive IDeaS decisions simultaneously, our selling strategies can react in real-time to unanticipated changes in demand or our competition. IDeaS V5i also helps us get a strong handle on our group business, now a much bigger part of our mix than before. In addition to optimizing our revenue and pricing, we anticipate significant time and money savings."

Fontainebleau Miami Beach has fully deployed the IDeaS V5i solution and future plans include further integration with its OPERA property management system. In addition IDeaS' autocorrecting forecasting will provide crucial decision support as the Fontainebleau team adjusts to the resort's new larger capacity, opening in an uncertain economy.

"We're thrilled to provide insightful, concise revenue management capabilities to Fontainebleau for its luxurious Miami Beach property," said Bernard Ellis, managing director, IDeaS. "We look forward to a strong partnership with Fontainebleau and to helping it stay ahead of the competition through an enhanced revenue management culture and world class technology."

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Siegel Communications, Inc. | 2500 NorthWinds Parkway, Suite 470, Alpharetta, GA 30009 | 678.802.5302

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