

For additional information, please contact:

FOR IMMEDIATE RELEASE



Megan Davidson
Mulberry Marketing Communications
+1 312 664 0560
mdavidson@mulberrymc.com

Star Bazella
Marketing Manager
IDEaS Revenue Optimization
+1 952 698 4200
Star.bazella@ideas.com
www.ideas.com

A Winning Revenue Management Culture now closer with IDEaS Advantage

Minneapolis, MN, – Feb, 22 2008 – IDEaS, the leading provider of hospitality revenue management and optimization solutions, today committed to helping hospitality organizations achieve a sustainable revenue management culture through the establishment of a powerful new consulting division called, IDEaS Advantage.

In recognition that not all companies are prepared or able to implement sophisticated revenue management systems, IDEaS Advantage has been established to assist hospitality organizations develop an efficient revenue optimization culture.

“Some companies still struggle to understand the processes required to instill a winning revenue management culture. By providing hotels with ongoing guidance throughout the whole journey, developing the correct structure, sustainable processes and scalable long term strategies, IDEaS Advantage is able to help hotels and hospitality companies to achieve and ultimately succeed their performance objectives.” said Klaus Kohlmayr, Director of IDEaS Advantage.

“The new IDEaS Advantage division is a great partner for us and they clearly understand the market and industry issues we are currently facing. I am confident that IDEaS Advantage will help fill a significant and growing gap in the Revenue Management discipline across the industry” said Jeannette Ho, Vice President of Marketing & Sale for Raffles Hotels and Resorts.

-more-

Operating independently from the IDEaS technology division but drawing upon IDEaS established infrastructure and resources; IDEaS Advantage provides targeted solutions for companies, who are looking to reach their full revenue potentials through a range of client specific services, including revenue management outsourcing services, revenue analysis and benchmarking, best practice development and hotel pre-opening support,.

Using proprietary processes and tools combined with best-of-breed consultants that are selected individually according to client needs and their respective industry, IDEaS Advantage provides personalized and tailored support and assistance to clients to achieve their full performance potential.

For those interested in learning more about IDEaS Advantage, a series of webinars - starting February 26 - will be hosted by Klaus Kohlmayr, Director of IDEaS Advantage. The IDEaS Advantage webinars will provide participants with an opportunity to discover the steps required to make Revenue Management work for their hotel. For more details and to register for the February 26 webinar "Creating a Revenue "Advantage" in Your Organization" visit www.ideas.com/index.php/resources/webinars.

About IDEaS:

Integrated Decisions and Systems, Inc. (IDEaS) is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and consulting, 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 and sales offices in North America, the United Kingdom, Europe, Australia and Asia. For more information, visit www.ideas.com.

- ends -