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IDEaS furthers its commitment to Revenue Management education with the award of HSMIAI University Scholarship

September 22, 2008 – Minneapolis, MN – IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and services, today announced the award of a scholarship to HSMIAI University, drawn from IDEaS Webinar series participants. The scholarship, which includes travel and participation in the September 25-26 HSMIAI University seminar “Managing Revenue,” was awarded to David Frank, revenue analyst manager and reservations manager, Mainsail Suites Hotel and Conference Center.

“As a revenue manager who began at the front desk and moved into the reservations department, I have learned a great deal from the IDEaS Webinars and appreciate the opportunity to attend the HSMIAI University seminar,” said Frank.

IDEaS’ monthly live and on-demand webinars explore revenue management issues and topics shaping the hospitality industry. In addition, IDEaS has expanded its efforts to educate clients and the industry with the most advanced, Web-based tools available to revenue managers, including:

- **IDEaS Learning System** : provides IDEaS clients with convenient, customizable, on-demand training and support 24/7 anywhere in the world
- **IDEAShare**: allows clients to communicate within the IDEaS Community to share best practices and recommend valuable enhancements to the IDEaS product

“We’re committed to educating the hospitality industry and our clients regarding the latest in revenue management,” said Linda Hatfield, vice president of product management, IDEaS. “As an organization, it is our goal to provide a direct line of knowledge to the most critical topics and trends shaping our industry.”

About IDEaS Revenue Optimization

IDEaS, a SAS COMPANY, is the premier provider of enterprise revenue optimization solutions and services. IDEaS can help make an immediate impact on company revenue and profitability with its forecasting, optimization and pricing solutions. Headquartered in Minneapolis, IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

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