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IDeaS Revenue Optimization Names its Distribution Partner for Switzerland

MUNICH AND ZÜRICH – 13 May 2008 – IDeaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions has named RM Solutions GmbH as its exclusive distribution partner for Switzerland.

RM Solutions has several years of experience in providing individual hotels and hotel chains with advice in revenue management systems and processes, pricing, electronic distribution, business intelligence, e-marketing and strategic sales support.

“We at IDeaS are very pleased to have found in Philippe Glur - Managing Director of RM Solutions - an experienced partner in the field of revenue management.” said Ulrich Pillau, Managing Director EAME for IDeaS. “Philippe has successfully introduced and serviced revenue management roll-outs in German, French and English-speaking countries. As a result of putting our market-leading system IDeaS V5i into more than 20 hotels in 8 countries he intimately knows the subject matter and is well equipped to advise hotels in Switzerland.”

IDeaS V5i On-demand Revenue Management solution draws up precise forecasts of demand on a scientific basis and enables room turnover to be measurably increased. Through advanced demand controls and price optimization under consideration of competitive information, the client may choose the fully integrated mode, which runs daily optimization automatically via 2-way

interfaces with the front office (PMS) and central reservation systems (CRS). IDeaS V5i also evaluates group-booking enquiries and produces meaningful reports and analyses.

IDeaS counts among its long-standing clients, many leading international and regional hotel chains such as, Hilton, Hyatt, Jumeirah, Kempinski, Lindner, Mandarin Oriental, Maritim, Shangri-La and Travelodge UK, but has also advised a large number of independent hotels. Swiss clients of IDeaS include the Hilton Hotels in Basel and Zürich, the Park Hyatt in Zürich, the Hotel du Rhone in Geneva and the Lugano Dante in Lugano. In addition Sunstar Schweiz, one of Switzerland's leading hotel groups, has just recently decided to install IDeaS' 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 RM Solutions

RM Solutions Ltd. is a fast-growing hotel consultancy firm based in Switzerland. RM Solutions specializes in yield management systems and processes, pricing, electronic distribution, business intelligence, e-marketing and strategic sales support. For further information visit www.rmsolutions.ch

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