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**News**

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15 July 2008

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**Maritim Hotels Continues Roll-Out of IDEaS Revenue Management Solution to Five More Locations**

IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and services, announced today that Maritim Hotels, one of Germany's largest hotel chains, will install IDEaS V5i On-Demand Revenue Management Solution in five more properties.



"Following last year's deployment of IDEaS' solution at 13 of our hotels and giving the positive results we have obtained, we have decided to continue the roll-out. The superiority of IDEaS V5i forecasting and pricing solution has enabled us to develop a good revenue management structure and approach at those hotels, which has resulted in a great increase of company-wide revenue and profits," said Birgit Haake, Revenue Director at Maritim Hotels. "Also, the ASP-based solution provided by IDEaS, proves ideal for our large estate of hotels, as it allows us to manage our data centrally and support the hotels from a central level, avoiding investment in additional hardware and keeping the financial risk low."

The second-round roll out of IDEaS V5i On-demand Revenue Management Solution at Maritim Hotels has already started and it will go live in autumn. IDEaS V5i will be implemented with all its modules including Best Available Rate (BAR), which helps formulate optimal pricing decisions while incorporating competitive rate shopping information. This guarantees quicker and better responses to competitors' moves. Also, the deployment of the Group Pricing Module will help Maritim Hotels evaluate group requests and analyze displaced revenues.

"Maritim Hotels is one of the best known German hotel groups, and therefore we are extremely delighted to continue our partnership, which also reinforces our positioning in Central Europe.

This second roll-out clearly demonstrates the success of last year's massive implementation of IDEaS V5i and confirms IDEaS' ability to provide only top-quality products and world class services, which fully satisfy the requirements of our clients" said Fabian Specht, IDEaS Director EAME.

**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](http://www.ideas.com).

**About Maritim Hotels**

The name Maritim is synonymous with outstanding, first class standards, an elegant ambience, international and German culinary specialties, personal service and heart-warming hospitality.

On a daily basis the team of Maritim does their utmost, to ensure that their guests enjoy their stay in the 50 hotels throughout Germany, Egypt, Malta, Mauritius, Spain (Tenerife and Majorca), Tunisia, Turkey and Riga/Latvia.

Maritim Hotels are always located on prime sites whether it be at a beach or on a lakeside, near a park, in a city centre or in the midst of the most delightful countryside, ideal starting points for the leisure pursuits of guests.

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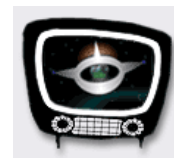
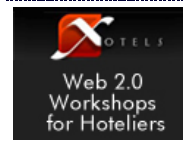
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