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For additional information, please contact:

Mulberry Marketing Communications
+ 44 (0) 20 7928 7676

Nicola Martin, nmartin@mulberrymc.com
Jon Haworth, jhaworth@mulberrymc.com
Cristina Arborio, carborio@mulberrymc.com

Star Bazella, IDeaS Marketing Manager,
star.bazella@ideas.com
+1 952 698 4200

Menzies Hotel Group Rolls out IDeaS

Revenue Management Solution Throughout its Estate

MINNEAPOLIS, MN & MUNICH – JULY 8, 2008 – IDeaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions, announced today that Menzies Hotels, a major hotel chain in the United Kingdom, has installed IDeaS V5i On-demand Revenue Management Solution throughout its estate, a mixture of 3 and 4 star quality hotels across the country.

“Having recently expanded our business, the installation of this solution from IDeaS guarantees a more scientific approach to our revenue management process which, in turn, allows us to deploy in a much more centralized environment,” said Paul Dooner, Director of Revenue for Menzies Hotels. “The key for us was the ability of the IDeaS V5i On-demand Revenue Management Solution to operate within our centralized framework and provide central business intelligence to all of our different properties and estates in the United Kingdom.”

“IDeaS has already proven a great help in maximizing benefits during the integration and refurbishment process of seven hotels we recently acquired,” added Dooner. “We believe that the deployment of IDeaS V5i along with modules which are key to our business will enable us to improve the management of our distribution channels and to provide a quicker and better response to the demand of the market, thus allowing us to become more competitive.”

Menzies Hotels are currently implementing IDeaS V5i with the following modules: BAR (Best Available Rate), which helps make pricing decisions while incorporating competitive rate information, Centralized Control, which allows authorized users to view data from multiple

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properties and benefit from roll-up reporting in user-definable property groups, and the Budget module, which provides an easy method to assess the hotel's performance against financial goals, as it allows hoteliers to compare budgeted rooms sold and revenue against actual or forecasted data at market segment and hotel levels.

"Thanks to its impressive geographical spread throughout the UK, Menzies Hotels represents a key hotel group for IDeaS as well as an invaluable addition to our growing portfolio of clients," explained Cheryl Hawksworth, IDeaS Sales Manager UK and Ireland. "This year will see the start of an exciting partnership between both Companies, and we are looking forward to working closely with Paul and his team to ensure a long term and profitable relationship is achieved."

"IDeaS is proud to count over 400 hotel in the UK and over 50 top London Hotels among its clients," said Uli Pillau, Managing Director EAME for IDeaS. "The partnership with Menzies Hotels reinforces IDeaS' positioning as market leader in hospitality revenue management in the UK."

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 Menzies Hotels

Menzies Hotels is a privately owned company operating a unique portfolio of 17 distinctive hotels located throughout the UK, from Aberdeen in Scotland to Bournemouth on the south coast. Its portfolio comprises prime city centre properties, luxury country hotels, and premier coastal resorts. All of its hotels are distinctively individual and each strives to deliver a level of comfort and hospitality that exceeds customer's expectations.

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