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Hospitality Technology Industry Veteran, Brendon Weir, named IDEaS' Director of Sales, EAME

MINNEAPOLIS, MN – APRIL 30, 2007 – IDEaS, the leading provider of hospitality revenue management solutions and one of the industry's fastest growing technology companies today announced that Brendon Weir has joined the company as its new Director of Sales, EAME.

“As interest continues to flourish for IDEaS solutions around the world, it became evident that we needed to augment and strengthen our team with an experienced Director of Sales,” said Uli Pillau, Managing Director, EAME. “Brendon is a valuable addition to the team, bringing both many years of hospitality technology experience and tremendous energy and enthusiasm for the IDEaS solutions.”

Brendon joins IDEaS with a background of more than fifteen years in the hospitality industry. Most recently he served as Director of Sales in Europe for SynXis®. “I have known about IDEaS Revenue Optimization for many years, but I learned much more about the company following the introduction of IDEaS' new ASP version, V5i, which has an interface with the SynXis Central Reservation System (CRS). IDEaS has a first rate reputation for its technology and the unparalleled support that it gives its clients. I am delighted to be joining such a successful and growing organization.”

Ed Booth, CEO & Chairman of IDEaS adds: “IDEaS in EAME has a very strong market position and Brendon will be an excellent fit for our team. The demand we see in the region for our IDEaS V5i™ ASP solution is significant and it requires the best people in sales and account management to maintain our leadership in the market.”

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Before joining SynXis, Brendon spent 12 years as co-founder and Director of Hot Key International, a hotel representation company based in the United Kingdom with 1,100 client hotels in Europe and the Middle East. Prior to that he had travel distribution roles with Galileo, Unisys and British Airways.

Brendon is based in Hannover, Germany, and can be reached at +49 511 6500 733 or brendon.weir@ideas.com.

About IDeaS

[Integrated Decisions and Systems, Inc. \(IDeaS\)](#) is the leading provider of hospitality focused pricing and revenue optimization solutions. IDeaS products offer award-winning technical innovation paired with unsurpassed personalized support. Our products are specifically designed to provide hoteliers with a clear vision to their data, thereby giving them greater control over their business.

IDeaS primary market focus is the global hospitality industry. The Company's clients include some of the most-prestigious companies in the world, including InterContinental Hotels Group, Hyatt International, Hilton International, Mandarin Oriental Hotel Group, Millennium Hotels and Resorts, Mövenpick Hotels and Resorts, Shangri-La, Kempinski, Conrad Hotels, Universal Orlando, Travelodge UK, Steigenberger Hotels and Resorts, The Venetian Resort Hotel Casino, Vail Resorts and Gaylord Entertainment properties, such as Gaylord Opryland.

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 or call +1 952 698 4200.

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