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**Cairnhill Group further reinforces its' alliance with
IDeaS to distribute IDeaS Revenue Optimization
Solutions and Services with 5 year exclusivity
agreement in mainland China and Taiwan**

Minneapolis, China, Taiwan, South East Asia – MAY 21, 2007 – IDeaS, the leading provider of hospitality revenue optimization solutions and one of the industry's fastest growing technology companies, announced today that they had entered into a five year exclusivity agreement for China and Taiwan with Singapore based Cairnhill Group Holdings Pte. Ltd.

Cairnhill Hospitality Intelligence (CHI), a division of the Cairnhill Group, has been distributing the IDeaS Revenue Optimization Solution in South East Asia and China since 2004. The exclusivity deal for China and Taiwan enables both companies to increase their focus on these important markets. "China in particular is growing at an incredibly fast rate. In this complex market we need an effective and stable partner to capitalize on the increasing demand for Revenue Management Services (RMS) and software solutions." said Grahame Tate – IDeaS Managing Director – Asia Pacific. The deal follows many successes and important sales in China and South East Asia. Hotel groups such as Gloria, Equatorial, Impiana, Park Royal, Pan Pacific and Dusit Thani have all become valued IDeaS clients through the CHI network.

"The Cairnhill Group has had very close ties with IDeaS since the inception of the relationship in 2004. The exclusivity agreement with CHI will enable our clients to realize

**Cairnhill Hospitality Intelligence appointed exclusive provider of
IDeaS Solutions and Services in China**

greater benefits from IDeaS Solutions and Services” – said Rodney Tan, Group Chairman of the Cairnhill Group. “The demand for Revenue Management is strong in China. Most of the International chains have either deployed an automated RMS strategy or are in the process of doing so. These international groups are competing in many of the same markets that the local groups are competing in. RM education, process and systems are the next challenge for the local groups and CHI is there to assist these local groups optimize their revenues and maintain their competitive position. We see the exclusivity agreement as key to helping us achieve this objective” said Tan.

About Cairnhill Group Holdings

Established in 1979, Cairnhill Group is a strategically diversified corporation that has garnered a reputation as a recognized player in the hospitality industry of Asia. With business entities covering Consultancy, Marketing, Revenue Management, eCommerce, Information Technology, Travel & Tourism, Business Education, Trading and Telecommunications all staffed by a team of professionals of international caliber, Cairnhill Group now seek to establish an alliance with and offer their services to the global hotel industry.

Cairnhill Group provides their clients with cost effective revenue optimization strategies, innovative eDistribution & marketing & sales solutions; all of which are powered by state-of-the-art technology. These services are further enhanced with efficient and reliable local customer support available via offices spanning across the Asia Pacific region.

Headquartered in Singapore, the Cairnhill Group is set to embark on its global initiative. It has presence in: Beijing, Shanghai, Tianjin, Hong Kong, Kuala Lumpur, Manila, New Delhi, USA, Europe, Sydney, Japan, Middle East and Africa. For more information, please contact media@cairnhillgroup.com or call +65 6734 6622.

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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, Pan Pacific, 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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