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IDeaS Wins HITEC Favorite Solutions Award

MINNEAPOLIS, MN – JULY 2, 2007 – IDeaS, the leading provider of hospitality revenue optimization solutions and one of America's fastest growing technology companies, announced the IDeaS V5i™ Revenue Optimization Solution was awarded the HITEC Favorite Solutions Award at last week's Hospitality Industry Technology Exposition and Conference in Orlando.

"We are very honored", said Linda Hatfield, Vice President Product Development, "to win such an award. This further affirms our own confidence that IDeaS Revenue Optimization system offers a truly innovative revenue management solution to the hospitality market and clearly demonstrates that the industry recognizes the value IDeaS adds to the business and operations of hotels around the world."

Founded in 1989, IDeaS is the premier provider of hospitality revenue optimization and business intelligence solutions. IDeaS invented critical decision solutions that enable global hospitality organizations to understand, anticipate and react to consumer behavior in order to optimize estate-wide revenue or profits. IDeaS offers proven solutions that:

- Determine Optimal Hotel Pricing
- Analyze Market Behavior and Capture Revenue Opportunities
- Expand Competitive Set Performance
- Forecast Business Demands
- Manage and Control Decisions for Distribution Channels

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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 Hyatt International, Hilton International, Kimpton Hotels, Mandarin Oriental Hotel Group, Millennium Hotels and Resorts, Shangri-La, Kempinski, Conrad Hotels, Universal Orlando, Travelodge UK, Steigenberger Hotels and Resorts, The Venetian Resort Hotel Casino, Sonesta Hotels & Resorts, 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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