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IDEaS Signs Las Vegas Hilton to Revenue Management Solution

Classic Casino Resort Selects One Of Industry's Fastest Growing Technology Companies

MINNEAPOLIS, MN & LAS VEGAS, NV – JULY 12, 2007 – IDEaS, the leading provider of revenue optimization solutions and one of the industry's fastest growing technology companies today announced that Las Vegas Hilton, one of the world's most popular destination casino resorts, has signed an agreement with IDEaS to install IDEaS' V5i™ ASP revenue management solution.

“This current installation with the IDEaS product in an ASP model is unique in that the product maps closely to the open vision Las Vegas Hilton has for its next generation revenue management strategy,” said Marc Guarino, vice president of Information Technology for Las Vegas Hilton. “The ASP delivery nature of the product and the e-learning capabilities will allow us to be more nimble, while the IDEaS Group Pricing Module and Best Available Rate (BAR) Module capabilities will provide us with a clearer view to the activities at our property.”

“Hoteliers are increasingly realizing that in today's highly competitive markets, leveraging the best technology available is a necessity. This is reflected in charting higher profits, in having a better understanding of the dynamics at work within their environment, and having a reliable view to the future,” said Bernard Ellis, Managing Director, Americas for IDEaS

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Key Product Highlights: IDEaS in use at the Las Vegas Hilton

- **IDEaS Group Pricing** is designed to help hoteliers evaluate group requests, analyze displaced revenues, find alternative dates and include ancillary revenues and costs for a total value assessment.
- **IDEaS Best Available Rate (BAR) Module** is designed to help the hotelier answer the challenge of what rate to quote to the unqualified guest. Price too high and lose the guest; price too low and compromise your revenue. The IDEaS pricing engine selects the optimal rate with the highest probability of selling based on arrival date and length of stay.
- IDEaS web based delivery was designed to provide a faster, easier and more cost effective deployment method for hoteliers of any size and in any location in the world. **IDEaS On-demand ASP deployment method** offers hoteliers the best of both worlds, our award-winning technology delivered in an easy to purchase, faster to learn and conveniently supported way. IDEaS' web delivery provides all the benefits of IDEaS' technology with none of the encumbrances inherent in a traditional software purchase.

About Las Vegas Hilton

The Las Vegas Hilton, a classic property that has transformed itself into a contemporary resort, ranks among the world's most famous and popular destinations. It is situated on 59 acres next to the Las Vegas Strip and adjacent to the Las Vegas Convention Center. It offers 3,000 rooms and suites (including a variety of enhanced room products). The property is one of the largest hotels in the world and features top-name entertainment (such as Barry Manilow in the 1638-seat Hilton Theater), 16 distinctive restaurants, and a full-service health club and spa.

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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 Hotels & Resorts, 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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