

-----FOR IMMEDIATE RELEASE



For additional information, please contact:

Star Bazella
Marketing Manager
Integrated Decisions and Systems, Inc.
+1 952 698 4200
Star.bazella@ideas.com
www.ideas.com

IDeaS Revenue Optimization chosen for Preferred Hotel Group's "Preferred Vendor Program"

MINNEAPOLIS, MN & CHICAGO, IL – AUGUST 16, 2007 – IDeaS, the leading provider of hospitality revenue optimization solutions and one of the industry's fastest growing technology companies, announced that IDeaS Revenue Optimization has been admitted as a member of the Preferred Vendor Program of the Preferred Hotel Group.

"As the most widely distributed and deployed revenue optimization solution in the world, we were delighted to be selected as a Preferred Partner" said Joseph Martino, Senior Vice President for IDeaS. "The importance of the Preferred Vendor Program designation is apparent to anyone familiar with the luxury hotel market. Our inclusion as the first revenue optimization solution speaks to the value we have already brought to many Preferred Hotels around the world that have deployed our products."

"We are excited about the opportunity to be able to work closely with IDeaS to provide our members special access to the premier provider of revenue optimization solutions, as well as for their vast experience in the education of revenue optimization" said Deena Kaufman, Senior Vice President of Revenue and Distribution Management for Preferred Hotel Group.

Preferred Hotel Group is a global leader in the hospitality industry that delivers high-performance sales, marketing, and technology solutions to approx. 400 independent hotels and resorts in more than 60 countries around the world.

-more-

As a member of the Preferred Members program, IDeaS Revenue Optimization Solutions are promoted to members who want to maintain a leading position as providers of the highest guest service levels but also wish to maximize their return on investment to owners and shareholders.

Several of Preferred Hotel Group Members are already using IDeaS Revenue Optimization. Preferred Hotel members who are IDeaS clients include: The Peninsula Chicago, The Broadmoor, The Balboa Bay Club & Resort, Château Élan Winery & Resort, Keystone Lodge, Royal Garden Hotel London, Athens Imperial, and Keio Plaza Hotel Tokyo to name a few.

About Preferred Hotel Group

Preferred Hotel Group is a global leader in the hospitality industry that delivers high-performance sales, marketing, and technology solutions to approx. 400 independent hotels and resorts in more than 60 countries around the world.

The four brands of Preferred Hotel Group represent a collection of the finest hotels in the world and include Preferred Hotels® & Resorts, (www.preferredhotels.com); Preferred Boutique (www.preferred-boutique.com); Summit Hotels & Resorts (www.summithotels.com); and Sterling Hotels (www.sterlinghotels.com). Learn more at www.preferredhotelgroup.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.

-more-

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.

-#####-