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Ravi Mehrotra Named President of IDEaS Revenue Optimization

October 14, 2008 – Minneapolis, MN – IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and services, today announced the appointment of co-founder and chief scientist Dr. Ravi Mehrotra to president. Known in the industry as the “passionate mathematician,” Mehrotra conceptualized and developed the science behind IDEaS’ unique revenue optimization technology and was instrumental in leading the company to its recent acquisition by SAS. As president, Mehrotra is responsible for directing the company’s global strategy and leading the organization forward.

“Ravi is passionate about working with customers and delivering innovative products to market,” said Randy Guard, chairperson of IDEaS’ new board of directors. “As the founder of IDEaS, Ravi brings a strong focus on innovation and welcomes this new opportunity with SAS to grow the IDEaS business.”

Before co-founding IDEaS in 1989, Mehrotra taught electrical and computer engineering at North Carolina State and held engineering roles, designing solutions to real time scheduling and transportation problems, at Texas Instruments and Anderson Consulting. Mehrotra graduated from the Indian Institute of Technology and earned his PhD in electrical and computer engineering from Carnegie Mellon University.

“I am thrilled to continue to build on IDEaS’ technological edge in my role as president” said Mehrotra. “Enhanced by the synergies created by our merger with SAS, we look forward to delivering world-class, enterprise-wide profit optimization solutions to present and future clients.”

About IDEaS Revenue Optimization

IDEaS, a SAS COMPANY, is the premier provider of enterprise revenue optimization solutions and services. IDEaS can help make an immediate impact on company revenue and profitability with its forecasting, optimization and pricing solutions. Headquartered in Minneapolis, IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

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