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22 October 2008

**SMART Conference to Help Hoteliers Maximize Revenues**  
*Strategic Marketing Alliance of Revenue Technologies (SMART) provides an in-depth look at the benefits of revenue technology convergence*

NATIONWIDE | Members of SMART, an alliance of industry-leading revenue technologies for the hospitality industry, are convening in Orlando at the Wyndham Orlando Resort on Tuesday, October 28, 2008. The dynamic one-day SMART conference is being held in order to present interested hoteliers with a complete view of how synergistic revenue technologies can benefit their companies and properties, particularly in a weakening travel market. The agenda will include panel discussions and first-hand accounts from leading hospitality revenue professionals, as well as SMART representatives.



"With all that is happening in the worldwide economy, now is the perfect time to address the issues encompassed in hotel revenue technology," stated Ed St. Onge, president of EZYield.com. "There are better and smarter ways to gauge, manage and implement strategies for effective revenue practices. This conference will provide hoteliers the opportunity to learn and take-away a great deal of information that will benefit them greatly in potentially challenging times."

The SMART conference is based on the industry's growing need for strategic integration of best-of-breed technologies. The members of SMART include EZYield.com, the originator of automated online channel management solutions for the hospitality industry; IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and services; SynXis, the Sabre Holdings business that provides complete hotel distribution, Internet marketing and channel management solutions worldwide; Rubicon, a leading provider of competitive market intelligence to the travel and hospitality industry; and Avalon Report, a leading provider of Web 2.0 monitoring solutions.

To sign up for the SMART Conference, visit [www.thesmartconference.com](http://www.thesmartconference.com). More information on the agenda and guest speakers are available on the website.

**About EZ Yield.com, Inc.** | Since revolutionizing hotel marketing in 2002 with the introduction of the world's first automated channel management solution, EZYield.com has remained the undisputed leader in online distribution technology. Today, over 2,000 hotel properties around the globe utilize EZYield.com's technologically advanced channel management software to simplify and streamline the distribution of rates and inventory. EZYield.com's dynamic Web-based platform allows hoteliers to simultaneously manage all contracted websites through one easy to use interface, offering multiple languages and currencies to more than 350 websites worldwide. With headquarters in Winter Springs, Florida, EZYield.com maintains offices in the U.S., Australia, Germany, France, Spain and Italy. For more information, please visit [www.ezyield.com](http://www.ezyield.com) or call 407.629.0900.

**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](http://www.ideas.com).

**About SynXis®** | SynXis, a Sabre Holdings company, provides complete distribution and Internet marketing services and technology for hotels around the world. SynXis connects hotels



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with their guests through increased exposure via all channels including GDS, third party travel sites and the hotel's own website with its newly launch Guest Connect Booking Engine. SynXis operates full-service global call centers offering private label reservation services. Our deep level of integration allows properties to choose the best-of-breed vendors and let us make the systems work together. Property ConnectSM enables hotels to send data and reservations seamlessly between our CRS and the most comprehensive list of Property Management Systems (PMS) in the industry as well as other hotel systems including revenue management, CRM and guest loyalty programs. SynXis is proud to be a founding sponsor of the 2008 SMART Conference. For more information on SynXis and its products visit our Web site at [www.synxis.com](http://www.synxis.com).



**About Rubicon** | Rubicon ([www.TheRubiconGroup.com](http://www.TheRubiconGroup.com)) offers the broadest and deepest collection of market insight in the travel industry today. A leading provider of competitive market intelligence and market analysis to the global travel industry, Rubicon's focus is to integrate competitive market information into the business planning and revenue management practices of its customers, including eight of the top ten global hotel groups and three of the top five global rental car groups. Its flagship product, MarketVision®, offers a comprehensive family of services including Competitive Rate Position, Competitive Demand Position and Competitive Channel Position.



**About Avalon Report Corporation** | Avalon Report offers the industry's most proven Web 2.0 solution, the Avalon BUZZ Report®. Tracking influential online Traveler Generated Content, the Avalon BUZZ Report® delivers complete traveler reviews, traveler satisfaction ratings, candid traveler photos, videos, total number of reviews and average scores per site. Avalon Report's proven technology enables hotels to monitor virtual guest comments in real-time. With a click of a mouse, the time saving, on-demand service summarizes all key social networking elements in easy to read, graphics rich dashboard and excel formats. For more information on the leading word of mouse solution, or other Avalon Report services, visit [www.avalonreport.com](http://www.avalonreport.com).



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**CONTACT**

Ryan Marks  
 Plan A Public Relations & Marketing, Inc.  
 Phone: 407.905.0608  
 Email: [ryan@planapr.com](mailto:ryan@planapr.com)

**ORGANIZATION**

EZ Yield.com, Inc.  
<http://www.ezyield.com>  
 125 Excelsior Parkway  
 USA - Winter Springs, FL 32708-2569  
 Phone: +1-407-629-0900  
 Fax: +1-407-660-1880  
 Email: [sales@ezyield.com](mailto:sales@ezyield.com)

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