

-----FOR IMMEDIATE RELEASE



For additional information, please contact:

Mulberry Marketing Communications
+ 44 (0) 20 7928 7676

Nicola Martin, nmartin@mulberrymc.com
Cristina Arborio, carborio@mulberrymc.com

Star Bazella, IDEaS Marketing Manager,
star.bazella@ideas.com
+1 952 698 4200

New Sofitel London Heathrow T5 Selects IDEaS to Deploy Revenue Management System

Minneapolis & London – August 7, 2008 – IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions, announced yesterday the newly opened Sofitel London Heathrow, one of the largest luxury airport hotel and convention venues in the UK, will install IDEaS V5i On-Demand Revenue Management Solution to manage its pricing strategies and deploy strategic business optimization.

"As the hotel will be located in a very high demand area, the ability to provide superior forecasting and pricing is paramount for us," said John Donaldson, Executive Director at Sofitel London Heathrow. "IDEaS broad expertise in the hospitality market, together with state of the art integrations, such as the new Sales & Catering Interface with Newmarket Delphi products, clearly set the company apart from its competitors. In particular, key for us was IDEaS ability to work within the Accor brand standards for pricing, as well as the ability to deal effectively with high demand markets" added Mr. Donaldson.

The implementation of IDEaS V5i at Sofitel London Heathrow has already started and it will be completed by the end of August. The IDEaS V5i On-demand Revenue Management Solution will be deployed with modules such as the Best Available Rate (BAR) Module, which helps formulate optimal pricing decisions while incorporating rate shopping information, thus guaranteeing quicker and better responses to market conditions; the Budget Module which provides hoteliers with an easy method to assess their performance

– more –

against financial goals, allowing them to compare rooms sold and revenue at the hotel and market segment level to corresponding budget figures, and the new Sales & Catering Interface which provides the functionality to launch the Group Pricing Module from within the Newmarket Delphi product. The Group Pricing Module, which will be pre-populated with basic information from the Newmarket system, 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.

"The high profile of this new property, which is one of the UK's largest hotel openings in 2008, and its strategic role in developing the Sofitel brand within the country, reinforces IDeaS position as the global market leader in revenue management solutions," said Cheryl Hawksworth, IDeaS Sales Manager UK. "Additionally, this is one of the first large properties to take advantage of IDeaS New Hotel Success Service Package, which allows new hotels to use IDeaS solutions without the need for historical data typically required, by leveraging their budget data and using business patterns from similar types of hotels. Forecasts and decisions, critical when opening a new hotel, are then able to be produced with greater accuracy and speed than ever before."

About IDeaS Revenue Optimization

IDeaS Revenue Optimization is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and services, coupled with IDeaS' On Demand Software as a Service (SaaS) applications, IDeaS can help make an immediate impact on company revenue and profitability.

IDeaS goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize company-wide revenue or profits.

Headquartered in Minneapolis, Minnesota, IDeaS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit www.ideas.com.

– more –

About Sofitel London Heathrow Terminal 5

Owned and operated by Arora International Hotels under a franchise agreement with Accor Hospitality, Sofitel London Heathrow offers 605 luxury bedrooms and suites and 45 meeting rooms. Fine dining, theatre cooking, lobby bar, tea salon, a cocktail bar and a Health Spa and Gym provide the perfect setting for relaxing. Following similar design principles to the neighbouring new Terminal 5, Sofitel London Heathrow is built on a grand scale, with five towering steel and glass atria making the structure exude a vibrant modernity that is perfectly suited to the needs of a new kind of international business traveller. Also, superb transport links, including the Heathrow Express Rail, provides guests with a fast connection to Central London. Discover Sofitel London Heathrow at www.sofitel.com

About Arora International Hotels

One of the UK's fastest growing privately-owned hotel companies, Arora International Hotels has made a name for itself through the design, construction and operation of luxury hotels, with exceptional levels of hospitality. Current locations include the Arora International-Heathrow, Arora Park-Heathrow, Arora International-Gatwick/Crawley, Arora International-Manchester (located in the city centre), the Sofitel London Gatwick (directly connected to the North Terminal at Gatwick airport) and the 605-bedroom flagship Sofitel London Heathrow at Terminal 5 (opening July 2008). Both Sofitel's operate under a franchise agreement with Accor Hospitality.

At the Brit Oval, Arora is currently working in partnership with Surrey County Cricket Club on the development of a 170-bed luxury hotel. Each of its hotels is Investors In People accredited. The company also has interests in the internationally renowned Wentworth Club and recently purchased Wycombe Airpark, Buckinghamshire – a private airfield and base of the British Airways Flying Club.

The Arora Family Trust owns the Airport Hotels Unit Trust, a fund comprising a portfolio of nine branded hotels located in and around key airports in the UK

-#####-