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prizeotel Bremen–City Selects IDEaS to Deploy Revenue Management System

Minneapolis, MN & Munich – September 30, 2008 – IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and services, announced today that prizeotel Bremen–City, a budget design hotel based in Bremen, Germany, has chosen IDEaS V5i On-Demand Revenue Management Solution to manage its pricing strategies.

“prizeotel Bremen–City, opening 14th February 2009, embodies a new hotel concept combining the essential but quality services of budget hotels with a trendy, stylish room décor. The budget hospitality market is at a pivotal phase of development and the competition is sensibly growing. It is for this reason that we decided to install IDEaS V5i, in order to deploy a more strategic business optimization and tactically manage our demand. Having first-hand knowledge of this solution, as I used it previously at other hotels, I am confident it will help us get fantastic results from the very start.” said Marco Nussbaum, prizeotel Bremen–City’s Managing Director.

prizeotel Bremen–City chose to implement IDEaS V5i with all its modules and found the BAR (Best Available Rate) and the Group Pricing Modules particularly relevant to its business. The BAR helps make pricing decisions while incorporating competitive rate information. This guarantees a quicker and better response to the competitors’ moves, while the Group Pricing Module is designed to help hoteliers evaluate group requests. It also analyses displaced revenues, finds alternative dates and includes ancillary revenues and costs for a total value assessment.

“The budget hotel sector has enjoyed extraordinary growth over the last few years and this concept is now successfully spreading throughout Europe, showing a new travel trend. However, while the travelers’ habits are changing, hoteliers still share the same needs: the maximization of profits and optimization of revenue are crucial to their business. prizeotel Bremen–City is the first budget design hotel in Germany to install automated revenue management and this makes this deployment unique. Also, this installation is particularly relevant for us as it shows that our solutions perfectly apply to any hospitality environment and can therefore encourage other hotels to follow.” said Fabian Specht, IDeaS Director EAME.

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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