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For additional information, please contact:

Mulberry Marketing Communications
Megan Davidson
mdavidson@mulberrymc.com
+1 312 664 1532

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

**Grand Hotels NYC Selects IDEaS Revenue Management System for Soho Grand and
Tribeca Grand Hotels**

Minneapolis, Minn., Mar. 16, 2009 –IDEaS Revenue Optimization, the leading provider of [hospitality revenue management and optimization](#) solutions and services, today announced that Grand Hotels NYC selected IDEaS unique forecasting and pricing tool to maximize profits. New York City’s Soho Grand and Tribeca Grand Hotels will deploy the IDEaS V5i On-Demand revenue management solution equipped with the Best Available Rate (BAR) module. The IDEaS V5i solution will allow Grand Hotels NYC to select the optimal rate with the highest probability of selling based on the arrival date and length of stay.

“We were impressed with IDEaS’ product offering, particularly the intuitive user interface and Software as a Service (SaaS) deployment model,” said Ellis Yee, vice president of finance, Grand Hotels NYC. “We need our most current pricing visible and availability through every electronic distribution channel – a goal that carries a very heavy channel management burden. We were attracted to IDEaS’ ability to automate that for us through seamless decision uploads to all of our distribution channels.”

The IDEaS V5i on-demand revenue management solution will easily integrate with the hotels’ existing systems, including Softbrands Epitome property management and SynXis RedX reservation management systems.

“IDEaS’ continues to be energized by the opportunity to expand our client base, particularly with luxury boutique hotels,” said Bernard Ellis, managing director, Americas, IDEaS. “Our V5i solution is a perfect fit for Grand Hotels NYC’s integration needs, as well as its functionality to address multi-property channel management. In the New York market where traffic is extremely heavy, we’re confident IDEaS V5i will ensure the optimal amount of business is captured.”

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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