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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

IdeaS Extends Multi-Year Scholarship to Cornell University for Professional Development Opportunities in Revenue Management

Minneapolis, Minn., June 23, 2009 – IdeaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, and the Cornell School of Hotel Administration today announced the [IdeaS Cornell Revenue Management Scholarship Program](#). This first of its kind scholarship program offers hospitality professionals' access to a certification and a professional development opportunity in revenue management.

“IdeaS is proud to partner with Cornell, one of our longstanding academic partners, to help educate and inspire revenue management professionals,” said Linda Hatfield, vice president of product management and marketing, IdeaS. “Not only does added certification bring value to revenue managers' individual professional development, but ultimately, it will increase the overall knowledge base and move the industry forward.”

IdeaS will award six scholarships in a calendar year, providing scholarship recipients paid registration to the five eCornell courses leading to an eCornell Hotel Revenue Management Certificate. The five-course certificate series in hotel revenue management, developed by renowned revenue management expert Dr. Sheryl Kimes of Cornell's School of Hotel Administration, provides a holistic view of the application of hotel revenue management concepts and practices to the hospitality industry.

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"Revenue management is a key factor for hotels especially during a down economy. It is important to understand how to maximize revenue in all aspects of the property," comments Sherri Kimes, Singapore Tourism Board Distinguished Professor of Asian Hospitality Management at Cornell University's School of Hotel Administration. "I am very excited about this scholarship offered through IDeaS. This is the first and only for online courses on revenue management and gives hotel managers an opportunity to expand their knowledge of revenue management."

For more information about the IDeaS Cornell Revenue Management Scholarship Program please visit www.hotelschool.cornell.edu/execed/ideas

About IDeaS Revenue Optimization

IDeaS, a SAS COMPANY, is the premier provider of Pricing, Forecasting and Optimization solutions and services. IDeaS' Solutions are implemented via Software as a Service (SaaS) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. IDeaS' Advantage and IDeaS for Success services help at all levels of a client's organization—strategic through operational—and our integrated approach differentiates IDeaS from the competition and creates the foundation for a successful partnership. 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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