

-----FOR IMMEDIATE RELEASE



For additional information, please contact:

Mulberry Marketing Communications
+ 613 9626 2423
Paul Manser, pmanser@mulberrymc.com

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

IDEaS to Grow Revenue Management Market in China with James Zhao Appointment

Chinese Hoteliers to Benefit from New Sales Manager for Greater China and Increased Access to Leading Global Revenue Management Technology

Beijing, China – October 12, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced the appointment of James Zhao as the company's new sales manager for Greater China, based in the SAS offices in Beijing.

With an in-depth working knowledge of the Chinese hotel industry and a proven history delivering technology solutions that benefit local hoteliers, James Zhao will be an invaluable asset in driving business growth for IDEaS in China.

James will be primarily responsible for building strategic business relationships within the Chinese hotel industry and securing new opportunities for both the [IDEaS V5i](#) Revenue Management Solution and also the [IDEaS Advantage](#) Revenue Management Consulting and Outsourcing Division in China.

“With a growing presence in China and as the leading provider of revenue optimization solutions throughout the world, IDEaS presents me with an exciting opportunity,” explained James Zhao. “I look forward to utilizing my local knowledge and expertise working with the Chinese hotel sector to assist IDEaS in expanding its business throughout China.”

James Zhao brings vast experience in strategic business development to IDEaS' expanding Chinese operations. With an extensive network of contacts throughout the Chinese hotel sector – in particular with the commercial centers located in the eastern regions of the country – and a record in building sales channels and defining business models aimed at the local hotel industry, James Zhao is centrally placed to stimulate business growth for IDEaS in China.

- more -

James Zhao Appointed Sales Manager for IDEaS China

Prior to joining IDEaS, James honed his business technology sales skills working for a number of leading blue chip companies. He has worked for companies including T-Square and Unilever China (in an IT infrastructure environment) before moving on to Siemens Business Communication Systems in 2002. James joined Philips Business Communications in 2008 where he ran the hospitality sector with great success as the Senior Sales Manager covering Greater China.

“We believe that Chinese hoteliers and IDEaS’ partners in China stand to greatly benefit from having James join our expanding team,” said Grahame Tate, managing director of IDEaS Asia Pacific.

“We are confident that his strong talents, established national networks in the local hotel sector, and his proven success will help us to expand our business and open up the benefits of revenue management to Chinese hoteliers,” explained Grahame Tate.

– ends–

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.

– #####–