

IDeaS Revenue Optimization Selected as the Exclusive Revenue Management Partner for WORLDHOTELS

Submitted by: Mulberry Marketing Communications

Monday, 16 June 2008

MUNICH & FRANKFURT – JUNE 16, 2008 – IDeaS Revenue Optimization, the leading provider of hospitality revenue optimization solutions and services and one of the industry's fastest growing technology companies, announced that IDeaS has been selected as the exclusive revenue management partner for WORLDHOTELS.

"WORLDHOTELS and IDeaS have been working together in a mutual partnership for quite some time and we are excited about the opportunity to formalize this partnership now," said Carina Stegmayer, Vice President Global Revenue & Distribution of WORLDHOTELS. "IDeaS has an excellent reputation for providing Revenue Management and related services, and the IDeaS V5i integration with our WORLDHOTELS Central Reservation System will facilitate the automated upload of revenue management restrictions and reduce manual work inputting and updating those restrictions for our members."

Uli Pillau, Managing Director for IDeaS in EAME, commented, "WORLDHOTELS has been very advanced in assisting their hotels with high quality revenue management consulting, and bringing the scientific IDeaS V5i solution to the overall platform will further increase the competitive advantages of the affiliate hotels. In fact IDeaS already has a significant number of WORLDHOTELS properties as clients. All of us at IDeaS are proud to be working with such an excellent organisation".

Carina Stegmayer added, "IDeaS has been a world leader for next generation revenue management solutions and services to hotels worldwide. At WORLDHOTELS, revenue management is one of the most important areas to address today and we feel our hotels will be able to benefit significantly from this partnership".

Scheduled IDeaS V5i Demonstrations at IDeaS HITEC 2008, Booth 625

Please join us for 30 minute live demonstrations of IDeaS V5i Revenue Management Solution, recipient of the 2007 HITEC Favorite Solutions Award at IDeaS HITEC Booth 625. To view a schedule of the live demonstrations please visit: <http://www.ideas.com/index.php/resources/webinars/#register>

About IDeaS Revenue Optimization

IDeaS Revenue Optimization is the premier provider of enterprise revenue management and optimisation solutions and consulting. By providing Forecasting, Optimisation 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 optimisation strategies that enable global organizations to understand, anticipate and react to consumer behaviour 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.

About WORLDHOTELS

1. WORLDHOTELS is the largest and most established Europe based global hotel group for independent hotels and regional hotel brands.
2. The company's strong emphasis is on properties with character and distinction. It has almost 500 affiliate properties in more than 300 destinations and 70 countries worldwide.
3. Under the banner "Unique Hotels for Unique People", WORLDHOTELS offers business and leisure travellers a wide choice of individualistic accommodation options in three distinct collections – Deluxe, First Class and Comfort.
4. WORLDHOTELS' guests benefit from an extensive portfolio of partnerships, including frequent flyer programs from 18 of the world's leading international airlines, including Air France/KLM, United Airlines and Lufthansa.
5. To its affiliate hotels, WORLDHOTELS provides a wide range of sales, marketing, distribution and related services.

For further information and reservations in UK please contact WORLDHOTELS by calling toll free 0-800-89 88 52, or visit worldhotels.com. Photographic material is available on the worldhotels.com news section or from press@worldhotels.com.

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