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FOR IMMEDIATE RELEASE:

**EZYield.com Introduces Alfredo Moreno de la Santa
as European Sales Representative**

*Online Travel Industry veteran to lead EZYield's expansion in
Spain, Portugal, Andorra and Morocco*

Winter Springs, Fla. — February 23, 2010 — EZYield.com, the originator of the SaaS-based platform for automated online channel management with integrated booking and reservation delivery technologies, today announced the addition of Alfredo Moreno de la Santa to the company's global sales force. Headquartered in Madrid, Spain, Alfredo brings more than 20 years of retail hospitality experience to the EZYield.com team. A former regional director for Orbitz.com and founder of several online travel agencies (OTAs), Alfredo leverages his leadership in designing online channel management strategies to provide EZYield.com with knowledgeable and professional representation to hotels and resorts in Spain, Portugal, Andorra and Morocco.

"EZYield.com is the easiest and fastest channel manager available, allowing an unlimited number of channels to be distributed at competitive rates, and in multiple languages," stated Alfredo. "Competition among independent properties in Europe is huge, and there is no better tool for these properties than EZYield.com."

As the number of properties using EZYield.com continues to rise, the importance of strategically placing experts in online revenue management practices in locations around the world increases. Through EZYield.com's sustainable growth efforts, the company has been able to meet the needs of hoteliers through award-winning customer service, unmatched channel management expertise and advanced technologies.

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“The EZYield.com sales team is made up of hospitality veterans and entrepreneurs,” stated Ed St. Onge, CEO of EZYield.com. “They have an instinctual drive to create relationships and leverage opportunities to grow business; and our clients appreciate their perspective because they know we understand the market, are experienced critical thinkers and can meet their needs.”

For more information, please contact EZYield.com sales at +1 407.629.0900, via email sales@ezyield.com or visit www.ezyield.com.

About EZYield | Since introducing the world’s first automated channel management solution in 2002, EZYield.com has remained the undisputed leader in online distribution technology for the global hospitality industry. Today, 3,000 hotels in 75 countries utilize EZYield.com’s award-winning, advanced channel management software to streamline the distribution of rates and inventory to 500 forward distribution channels in multiple languages and 168 currencies. EZYield.com’s SaaS web-based platform and mobile friendly solutions are designed to give control of online distribution back to the hotelier, with products dynamic and flexible enough to satisfy properties ranging from 40 to 4,000 rooms. EZYield.com maintains regional offices in Asia Pacific, Europe, Middle East and the America’s, in order to provide continuous live support to their clients around the world. For more information, please visit www.ezyield.com.

Editor’s Note: Electronic images are available by contacting Adam Kirby at Plan A Public Relations & Marketing, Inc. Phone: 708.386.1901 or e-mail: adam@planapr.com.